

# THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 6, Issue 8 • November/December 2015



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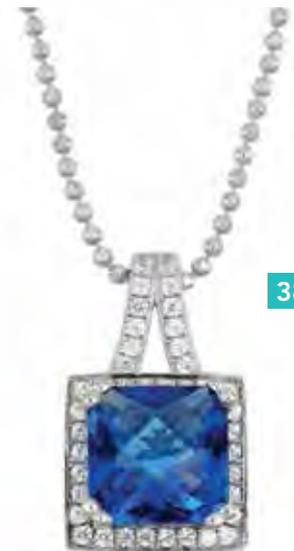
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**COVER:** This issue's cover model is wearing a sterling silver yellow bar connected ring MSRP \$53, Sterling silver yellow high polished "X" ring MSRP \$41, 14kt gold "Draw the Line" jagger box chain thread earrings MSRP \$132, 14kt gold "Draw the Line" jagger boelongated triangle necklace MSRP \$381, 14kt gold "Draw the Line" jagger elongated triangle earrings MSRP \$429. For more information call Midas Chain at 877-643-2765.

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## A NEW TRADE ORGANIZATION EMERGES

A new acronym organization came to life recently: The United States Jewelry Council (USJC). The Retail Jeweler received a press release announcing the formation of the new organization this past week (October 12th). The rationale for the USJC was expressed in the press release's opening sentence:

Leading jewelry associations in the United States have come together to form the United States Jewelry Council (USJC), to work more closely on making sure the U.S. jewelry industry is collectively represented at government and international levels, and dealing more effectively on key issues, such as social, ethical and environmental importance, that might impact the U.S. jewelry industry.

Many joke about the different acronym organizations we already have in the jewelry industry: JFC, JCK, JFV, JSA, JVC, AGTA, AGS, MJSA, DDC, DMIA to name just a few. And now we have one that incorporates many of these organizations into one. Included in the new organization are the following:

- American Gem Society (AGS)
- Diamond Council of America (DCA)
- Diamond Bourse of Southeast United States (DBSE)
- Diamond Dealers Club of New York (DDC)
- Diamond Manufacturers & Importers Association of America (DMIA)
- Indian Diamond and Colored Stone Association (IDCA)
- Jewelers of America (JA)
- Manufacturing Jewelers & Suppliers of America (MJSA)
- Natural Color Diamond Association (NCDIA)

So far, it seems as though this is a diamond organization with a new name. What is puzzling, however, is the absence of the American Gem Trade Association (AGTA). AGTA is the one organization that has for many years led the movement for transparency, ethical behavior and disclosure from mine to the point of sale. Its Code of Ethics was recently updated and presented in the pages of the September issue of The Retail Jeweler. Also notable, is the requirement of all AGTA members to annually sign off on their adherence to the code of ethics.

Just as the industry has continued to evolve, so has the AGTA's Code of Ethics and Fair Business Practices. Today, the industry defines and illustrates both ethical and responsible business practices throughout the entire supply chain and for 32 years the best of these practices have been embodied in the AGTA Code of Ethics. Not only does AGTA incorporate these practices into their businesses, but additionally they require every member - gemstone traders, manufacturers, designers and retailers - to reaffirm their commitment to these practices as a requirement of membership in the Association. Doing so ensures the AGTA member supply chain, from mine to consumer, has the highest ethical commitment in the trade. By annually signing the Code of Ethics commitment document, every member reaffirms their pledge to:

- Have the knowledge of and to inform their customers of all treatments, natural origin and all areas necessary for legal compliance and to allow the purchaser to make informed choices;
- Operate in full compliance with all laws, local, state and federal, and to comply with Federal Trade Commission and other applicable industry guidelines and standards;
- Operate in full compliance with the laws of the countries from which they import and distribute, including those laws relating to labor and environmental protection;
- Shall not support nor participate in any activities that are illegal or in support of terrorism, smuggling or theft.

There has been some criticism from individuals who are members of AGTA focused on the concept behind the new association. Gerry Manning, a long-standing member of AGTA, wrote a letter to the editor in the September issue expressing his concern of his perception the new group's intention was to relax current AGTA standards. At this time, I have not been able to determine if AGTA turned down an invitation to join the new group or if the USJC decided not to extend an invitation to join it. For once, it has been hard to get the people involved to comment or express an opinion on the record.

Frankly, I think there has been too much over-reaction to conflict diamonds at the beginning and even now, with the latest calls for strengthening the process to achieve perfection, so that not a single diamond coming out of the ground anywhere in this world will not benefit some terror group. The extension of the conflict diamond process to other segments of the industry including mining and colored gemstones by the threat of government intervention and control of the process as happened with rubies from Myanmar, is in my view, far fetched. The federal government, both Republican and Democrat, has ably demonstrated it's feckless, embarrassing, and ineffective handling of so many issues far more important than an industry of \$60 billion selling precious metals, diamonds and gemstones. Healthcare, Iran, Iraq, employment, climate change just to name a few are far more important.

If the industry needs a new super organization to discuss issues and recommend policy positions, so be it. The organization will lack significant credibility without AGTA as a participating member. AGTA for its own sake should be a member to provide guidance based on its long history of initiating specifics to live up to its mission statement.



**Frank Dallahan**

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...every potential customer fits into one of three categories: the **“what”**, **“why”** and **“when”** types.

what they should purchase for that special occasion

why they're even in your store

Should they purchase those earrings today, tomorrow or sometime later in eternity?

There are over 7,500 varieties of apples throughout the world? And there's probably even a greater variety of Retail Jewelers.



# AN APPLE A DAY

As an experienced Retail Jeweler you've come across nearly an entire spectrum of personality types. True, there are significant differences in their backgrounds, behaviors and readiness to purchase, but most of us have found that generally speaking, every potential customer fits into one of three categories: the “what”, “why” and “when” types. By John A. Politi, Jr

The “Whats” are looking to lean either upon your experience as to what they should purchase for that special occasion, or if in fact it should even be fine jewelry. Oh yes and don't forget, “what” you are going to do for them to help make their decision a little easier. The “Whys” aren't even sure why they're even in your store. Possibly it's just an easy decision no matter the gift – it's precious, intrinsically valuable and will spark the occasion, if not just for the moment. Then there are our faves, the “When's.” These are the hemming and hawing types that have a difficult time deciding which pair of socks to wear that day. Should they purchase those earrings today, tomorrow or sometime later in eternity? They ask, “Just when will the truths and realities of life strike me like a bolt of lightning?”

Well my friend this is why you're considered the professional or, at least why you're training and compensating your employees properly so that you have the best possibly human resource this side of the counter. If there is a sale to be made, and there always is, one usually has the professional experience or degree in behavioral marketing to clue in without a moment's hesitation. I must make the distinction that just like apples, there are Retail Jewelers and then. Did you know that there are over 7,500 varieties of apples throughout the world? And there's probably even a greater variety of Retail Jewelers. There are many, many more than the lonely low hanging apple.

As a Personal Financial Advisor, I come across all types of apples; the tart, sweet, sour, mealy and those that are just absolutely “one-of-a-kind!” Of course I'm not talking apples here, but then again you knew that all along – right? I just hate to make assumptions because as Felix Unger once showed us, this just usually makes an ass out of you and me. Usually they fit into one of two categories: the “Hows and the Whys.”

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# AN APPLE A DAY

The “Hows” are fixated on the construction and execution of the plan, but often lose sight of their ultimate financial goals. The “Whys” on the other hand, can effortlessly visualize where they want to be, but struggle to find the discipline of how to get there. So how do I tempt fate? The first step is trying to help them identify their natural tendencies. As their Financial Advisor, I usually clue into which category describes each client during our first encounter. At that point I work to activate the complimentary perspective because they typically won’t activate it on their own.

I’ll ask the “Hows” to visualize their desired retirement lifestyle. Visualization has a potent impact – especially among athletes, and it’s my function to coach my clients to do the same. As far as the “Whys” are concerned, I’ll try to help them reach down deep into their specific goals and to compel them to back up their vision with substance. Regardless of their natural way of thinking, I encourage them to start with their vision and values and allow for the details to follow.

It’s very important to note that apples, I mean clients, are never entirely “Hows or Whys.” Each one has a natural leaning, tendency or preference, but it’s never a total bias. For some it’s a slight preference, and others a distinct dominance. “Hows” are usually logical, disciplined and organized. Sometimes they can tend to be so task-oriented that there’s a diminishing return to what they originally intended to accomplish (and they’re very easy to irritate!). “Whys” are usually creative, intuitive and spontaneous. They’re able to visualize what they want out of life. That ability will usually keep them motivated, as they can better visualize their goals.

Possibly as a Jeweler or Financial Advisor you’ll be lucky enough to confront the couple where one is a “How” and the other a “Why.” One will take charge and the other will visualize. It creates an ideal situation to either “make the sale,” or “establish the relationship and create the financial plan.” Either way, a holistic relationship has been forged. It’s now just a matter of getting them to agree.

Not every professional Jeweler or Financial Advisor is capable of revealing both sides to their clients. Knowing your “Hows and Whys” will help to create a synergy and balance. It is your job to allow them to balance their views – so they have a head start toward pursuing their goals and dreams in tandem. The more your client knows about themselves, the more they can integrate all of themselves. And no, I did not intentionally leave out or forget about the “Whens.” I just figured that you were well acquainted with the Siren’s Call in Homer’s Odyssey.

Please allow me to wish you all a very precious Thanksgiving Holiday and Peaceful New Year. You’re among the hardest working professionals I know, and I hope that a prosperous year is “in store” for all. May God bless you, your family & friends.

Cheers!

John

Author’s Note:

*Please consult with your CFP®, CPA, Registered Investment Advisor, and/or Estate/Tax/Eldercare Attorney when discussing your financial needs and developing the appropriate personal/business financial plan.*



**John A. Politi, Jr**

John Politi is a designated CRPC® - Chartered Retirement Planning Counselor, CFP® Candidate and Financial Advisor with Main Street Financial Solutions, LLC, located in Harrison, NY. Main Street Financial Solutions is a Registered Investment Advisor with the Securities & Exchange Commission. John’s team provides comprehensive and customized, Fee-based holistic financial life planning, consultation and investment advisory services for individuals, families and businesses. Since 2010, John has volunteered his time as the Executive Director of the New York City-based Jewelers for Veterans Foundation, a 501(c)(3) non-profit, dedicated to connecting US Military Veterans with training, financial education & employment in the jewelry industry. John is an Adjunct Professor and Director of the Action Learning Project, Hagan School of Business, Iona College. He holds an MBA in Financial Management, MBA-Advanced Certificate in Health Care Management, Series 65 and successfully completed the Financial Planning Certificate Program at the Lubin School of Business, Pace University. John is a past Board Member and Director of the Financial Planning Association-Greater Hudson Valley, NY, an active member of the American College of Health Care Executives, Westchester County Bar Association and Troop Chaplain for his son’s Boy Scouts of America local Troop. John welcomes your input and can be contacted at, jpoliti@msfsolutions.com, or telephone (914) – 517-7574, fax (914) 517-7577.

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# ARE YOU OFFERING THE ADD ON SALE?

By David Brown



If there is one area of sales opportunity that is consistently missed by store owners the chance to make an add-on sale with a customer who has just bought is probably one of the most profitable but least utilized.

The main reason is a mental barrier for the salesperson. Having just made a sale there is almost a feeling of relief; and an assumption that the customer is unwilling to spend any more – but often the opposite is the case. **The person most likely to buy is the person who has just bought from you.**

Many savvy online marketers are now offering what is called a tripwire. They offer a customer a no brainer deal for a minimal amount that gets them to buy – because they know that psychologically once they have bought they are more likely to buy again.

So if this works on the Internet it stands to reason it would also work face to face. The customer who has just bought from you is the person most likely to purchase right now.

The issue for most stores however is not the customer – it is normally the owner and the staff. The feeling of “it would be pushy” often comes to mind, so sales associates and owners hold back, not wanting to appear as if they are trying to force the customer into a purchase.

Let’s deal with this issue once step at a time:

- First, you can’t make anyone buy something if they don’t want to buy. The customer has a choice to say no and they will exercise it if they so choose.
- Second, if you are a customer looking to purchase anything, do you expect the sales associate will make you aware of all the information around the purchase that is relevant to you? I know I do.

I’ve often cited the example of going to the paint store one day, ordering my paint and getting home to find I didn’t have a roller. I then had to drive back to the store (muttering under my breath as I drove!) to get the extra supplies I needed. Now it was my fault for forgetting but part of me was a little frustrated because the store clerk who served me (the one who chewed gum and never spoke the whole time I was being served) never asked if I had everything I needed, and made suggestions on what else I might need. After all you can’t put paint on with your bare hands! Had they made some suggestions would I have been offended? No. Even if I had everything, I still would have been appreciative at this concern to ensure I had everything I needed.



**Add on sales**  
 have nothing  
 to do with sales and  
 everything to do  
 with **service.**

Let's look at a similar situation for a jewelry store. A customer has just bought a lovely diamond pendant for his wife's birthday in November. The sales associate serving knows the holiday season is around the corner and that this particular customer often buys jewelry for his wife at that time of year. They also know he's a busy man and usually either appears on December 24th looking desperate and flustered, or will send his secretary in to make a purchase.

Knowing all this, do you think it would be a benefit for the customer to be aware that there are matching earrings available for the pendant and that you have a layaway service that means he can simply call and collect the item at any point prior to December 25th? Would making him aware of this be good service? I know as a male who is often wondering what to get as a gift I would be very grateful to have this made known to me.

Add on sales have nothing to do with sales and everything to do with service. You are not your customer and it's not for you to decide what they should and shouldn't be doing. Showing them some add on service is your duty and that of all your sales staff.



**David Brown**

David Brown is President of the Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about the Academy's management mentoring and industry benchmarking reports contact [inquiries@edgeretailacademy.com](mailto:inquiries@edgeretailacademy.com) or Phone toll free (877) 5698657  
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# 8 STEPS TO A BETTER RETAIL JEWELRY BUSINESS

By Frank Farnsworth

As a manufacturer of fine jewelry for over 40 years, I enjoy visiting clients' stores, as well as participating in trade shows, buying groups, conclaves and industry events. I am always trying to find what works and why.

## HERE'S WHAT I HAVE LEARNED:

**1 EDUCATION:** Education is a foundation for success. Know what you are selling. Know the origin, the manufacturing techniques, and the benefits the product has for your client. Have a story to tell! Equally important, make sure ALL your sales associates are educated to the same level. Martin Rappaport said it best: "As complex as our product supply chain is: Exploration, mining, processing, jewelry making, marketing and delivery, the most critical part of the supply chain is the last 18." Your knowledge and passion are crucial. Without YOU, the rest of the chain is meaningless!

**2 COMMUNITY:** The more involved you are in civic groups, charities, and special events, the more important you are to your clients. Charity events, educational seminars, jewelry/gemstone roundtables and other special events are a great way to build community support.

**3 RELATIONSHIPS:** I always know when I am visiting a successful jeweler, as clients are greeted as friends. They are usually greeted by their first name, and the associates know them and their families personally.

**4 CONFIDENCE:** If you and your staff are well educated, strong members of your community and have strong client relationships, you are positioned for success. Confidence in your products and services is key to selling better jewelry.

**5 "FINE JEWELRY":** As a "fine jeweler", ANYTHING you choose to inventory is perceived by your clients as fine jewelry. You are in control. You set the bar. If you and your staff have a product in your store that you feel the need to carry in order to meet clients' unreasonable budgets, or that you do not feel is of your quality level, get rid of it! If a client comes to you with an unreasonable budget, it is your opportunity to educate them about your fine jewelry. You and your staff are the experts. Can you imagine walking into an Apple store and saying "I only have \$100 to spend on a notebook"? Would Apple start carrying \$100 notebooks? No. They would explain the value of THEIR product. They would educate you to their level, and if you walked out, that would be okay because you would think more highly of their brand.

**6 SERVICE TO SELL:** Having a strong service component is essential for success. Today most store traffic is service-

based. Watch batteries, jewelry cleaning and inspection, appraisals, and remount requests bring clients to your store. Use this opportunity to build relationships and plant seeds for future purchases. Make sure ALL staff members can change batteries, as well as clean and inspect jewelry. While your team members are completing the task, you can take the opportunity to build the relationship. Never leave a guest alone in your store!

**7 DISCOUNT PRICE SALES!** "Caution" is the word that I use when talking of price off sales. You as the fine jeweler are educating your clients that your everyday price is too high. Alternatively, you may be educating them that they need to wait for an annual sale. A price off sale is often followed by months of lagging sales as clients have filled their needs at lower sale prices. Price off sales also may create requests for discounts throughout the year.

**8 THE BEST ADVERTISING:** What is the best media? You can spend thousands on print, radio, TV, and web ads. However, word of mouth referrals will always bring you better opportunities. When you sell a client a VERY fine piece of jewelry, the first question their friends ask will be, "OMG! Where did you get that???" You cannot buy stronger media.

**FINALLY**, if you don't have passion for your business, products, and people, find another calling. Today we must love what we do or we will not do it well enough to prosper. Your staff must also have passion in what they do and in the products they sell.

Be sure to include them in as many aspects of the business as you can. Educate, make certain they are involved in the community, and involve them in industry events and product selection. You may have passion for a product, but if you are not the one selling it, you need to pass on that passion or find products where they have that passion.



**Frank Farnsworth**

Born in Nashua, NH Frank moved to Pocatello, ID in 1970 where he attended Idaho State University. After his graduation in 1973, with a degree in Marketing, Frank began his career in the Jewelry Industry mining opal and founding Idaho Opal and Gem Corp. He later furthered his education in Gemology with the Gemological Institute of America completing the Diamond Grading and Colored Gemstones courses. With over 40 years of experience Idaho Opal and Gem Corp designs and manufactures fine quality colored gemstone jewelry for over 2000 retail jewelry stores under the brand name Parlé, "Stones that Speak." Frank met his wife Susan of 40 years while attending College. They have two children. Nicole is a sociologist currently living in Kosovo. Jonathan and his wife Brecken, are Gemologists who work with Frank and Sue. Frank and Sue enjoy cycling on their tandem bike, traveling, hiking and skiing. Frank is also an avid fly fisher and big game hunter. He has translated his passion for colored gemstones into a lifelong mission to help retail jewelers Sell More Color!

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# Take Care When Receiving Shipments



By David Sexton

Valuable shipments are sent and received every day in the jewelry industry. Given the values involved, it is important to take the appropriate care when sending or receiving any shipment to minimize your exposure to loss. The best shipment loss you can have is the one that doesn't happen.

Now is the perfect time to review your insurance policy to confirm you have both appropriate coverage and adequate limits for shipping. Review your insurance program with your insurance agent or broker to determine which customized shipping coverages will best meet your shipping needs. Understand your limits of coverage to remain informed when you may need to request temporary additional coverage by arranging for a temporary endorsement to your policy.

You will also want to review industry best practices for secure shipping and receiving. Share the following tips on secure receiving with your associates.

## ARRANGE FOR DELIVERIES

With the increase in shipping and receiving during peak sales seasons, you will want your team to be prepared. Provide training to authorized staff members who will be able to sign for and accept packages by establishing uniform procedures to safeguard merchandise and shipping materials. Observing the precautions outlined below as well as maintaining an up to date inventory control system will help your business run smoother. Keep a running list of all anticipated incoming shipments, including the shipping date, carrier, anticipated delivery date and items included in the shipment. Share this schedule with your authorized associates to assure that one of them is always available to securely receive the package upon delivery.



## AT THE POINT OF DELIVERY

When your delivery arrives, take the time to ensure you are receiving the right number of packages and confirm the tracking numbers match those of your expected shipments. Once the number of packages has been confirmed, carefully inspect the condition of each package, before signing to accept delivery. A package that arrives damaged, partially opened or in poor condition may have been pilfered while in transit. Don't hesitate to decline acceptance and return any such package back to the original sender at the time of the delivery. If you sign for a damaged package, you could be held responsible if contents are missing.





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# Take Care When Receiving Shipments

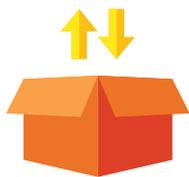
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to accept a shipment due to damage or potential tampering, notify the original sender promptly to let them know the shipment is being declined and will be returned to them. You will also want to let the original sender know your reason for declining the package as delivered. This can help the original sender in determining what may have gone wrong with the shipment and identify shipping issue(s) they can avoid the next time they ship.



## OPEN CAREFULLY

Once you have carefully inspected and signed for your package(s), proceed to a well-lit private receiving area to unpack each package one at a time. If you are unable to do so immediately after the packages have arrived, store them in a secure area, until you can. Never unpack packages you receive near a waste receptacle, as shipped items may inadvertently get thrown out with packing materials or fall into the receptacle unnoticed.



Allow for uninterrupted time when unpacking deliveries. Concentration on the activity reduces your chances for errors in executing the process. Packing materials should always be carefully examined before they are discarded to assure jewelry merchandise is not inadvertently discarded. Many jewelers examine their trash before it is removed from their premises each day to assure that merchandise has not inadvertently or intentionally been discarded.



Many jewelers have installed a surveillance camera to record and document both their shipments sending and receiving process. This can provide visual evidence of what was sent and received in the event there ever is a discrepancy between what was packed, listed, sent or received.



Whenever unpacking a shipment cross check to confirm/verify that each individual item is accounted for on the accompanying shipments packing slip. If an item is missing, double check all shipping and packing materials thoroughly to ensure the



missing item wasn't accidentally discarded. Remember to always carefully examine the inside surfaces of all shipment boxes, as envelopes or zip-lock bags containing merchandise could be affixed to same. Whenever you have confirmed an item is indeed missing from the shipment, immediately contact the original sender to confirm that the missing item should have been included in the particular package.

## ACCOUNT FOR ALL INVENTORY RECEIVED

Once all items are unpacked, compare the shipment packing slip to the purchase invoice to ensure you received the correct items, in the correct quantity. Record these items into your inventory control system and store them as you would with your other jewelry merchandise, safely in your workspace. For recommendations on proper inventory and recordkeeping, visit [JewelersMutual.com/records](http://JewelersMutual.com/records).



Once you have unpacked the packages, confirmed and accounted for all items received as well as entered them into your inventory, send an email or message to the original sender to acknowledge you have safely received the contents intact.

## SHARE VIDEO REMINDERS WITH YOUR EMPLOYEES

The efficacy of your shipping and receiving procedures security is in the hands of you and your associates. The tips and tools for safe receiving are simple and, more importantly, they're effective in protecting your company against receiving-related risks. Share a short video from Jewelers Mutual to remind your staff about these best practices for receiving packages.



## COVERAGE TO FIT YOUR NEEDS

Whether you are a large or small jewelry business, stay alert to your surroundings at all times to stay safe and secure. Visit the Safety and Security page at [JewelersMutual.com](http://JewelersMutual.com) for more tips or call 800-558-6411 to find an experienced agent in your area.



**David Sexton**

David Sexton is vice president of loss prevention consulting at Jewelers Mutual Insurance Company. Headquartered in Neenah, Wis., Jewelers Mutual is the only insurance company in the U.S. and Canada that specializes exclusively in protecting the jewelry industry and individuals' jewelry.

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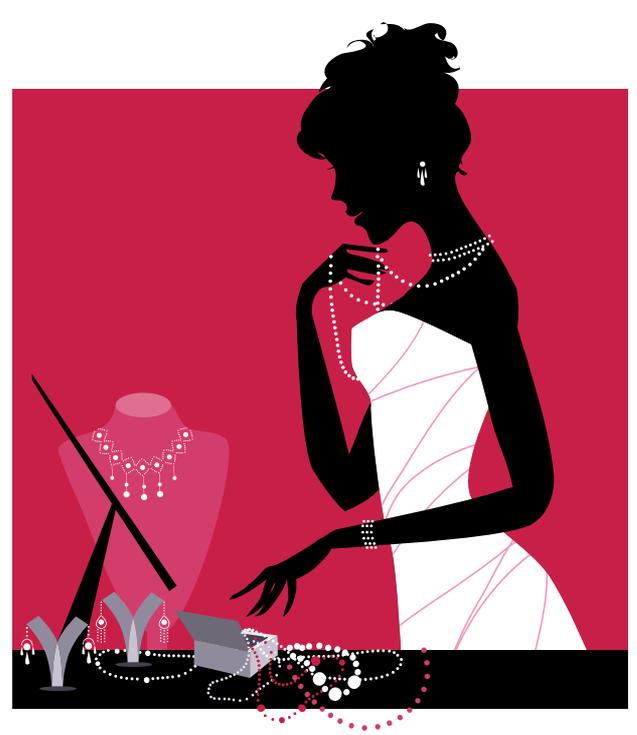


# 5 Sales Tips On How To Sell Jewelry USING EMOTION

By Aleah Arundale

No one buys jewelry because they need it. In fact, jewelry is the opposite of practical! People buy jewelry because of the way it makes them FEEL. Jewelry Sales are 100% Emotional!

Here are 5 Sales TIPS on how to Sell Jewelry Using Emotion



## 1

### MAKE IT ABOUT HER!

A great way to sell emotion is to MAKE IT ABOUT HER. Many guys cannot tell you her favorite color, but he can talk about her hobbies, her job, and her interests. Get him talking about her! This is good for two reasons. First, it lets you know more about her taste so it becomes easier for you to know which piece of jewelry she will like most. Second it makes him realize all the many wonderful things he loves about her, prompting him to spend more.

## 3

### TALK ABOUT THE OCCASION

Another way to sell emotion is to make it about the occasion. Talk about how special and meaningful Christmas can be. Talk about how a birthday celebrates the day the person enters this world. Talk about how lucky they are to be getting engaged and how special it is when you meet the person of your dreams. The more the event becomes, the less price matters.

## 5

### PEOPLE LOVE A STORY

The final way to sell emotion is by being great storyteller. People buy the story, not the jewelry. For many bead customers, each bead represents a memory. Every piece of jewelry is a story to be treasured for generations. Each piece of jewelry in your case should have a compelling story to help aid the sale.

## 2

### MAKE THEM FEEL IMPORTANT

People buy jewelry to feel important, attractive, and rich. You can sell the feeling of importance by ASKING PEOPLE THEIR OPINION. Try asking your customer something like, "Oh I just finished these newspaper ads. Which do YOU like better?" Even something as simple as, "Can you hold this" can make people feel more important and more comfortable in your store.

## 4

### MAKE THEM FEEL UNIQUE

Next, try to make the customer feel special by PROMOTING RARITY. Try sales lines like these to create rarity. "Only 1% of women own an engagement ring over a carat." "Each diamond is hand selected with you in mind." "She will have a unique piece of jewelry that you can not find anywhere else." "It takes more than 250 tons of diamond containing earth just to find a one carat rough diamond." Everyone wants to feel special. Make your customer feel unique and they will buy from you.



Aleah Arundale

Aleah has never gained one customer by being professional. She is the most fun you can have selling diamonds. She is a third generation GIA Gemologist and a fifth generation jeweler, turned loose diamond wholesaler. Selling diamonds on the road lets her share great ideas with hundreds of different jewelers from all over the country. Sign up for her fun newsletter by emailing her at [Aleah@olympiandiamonds.com](mailto:Aleah@olympiandiamonds.com)

  
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# LOOK BOOK

By Jackie LeBental

## {Winter Whites}

White after Labor Day, I say absolutely. These designers show us how their winter white flawless designs are simply entrancing. Mixing white metals and gemstones create such a fresh and pure jewelry statement, I want all of these frosted baubles for the holidays.

### 01

#### Bavna

In four short years Sunny Jain creator of Bavna fine jewelry has captured his audience with elaborate and stunning designs. Stemming from a long line of jewelers, he has taken his natural ability of design and extensive gemstone knowledge to produce pieces that not only draw you in but make you devoted collector. I'm smitten by this remarkable 18K white gold rose and single diamond cut pendant.

**MSRP \$7,700**  
**415-863-1475**



### 02

#### Lisa Kim

Lights, camera, action. The power of jewelry has taken Lisa Kim from show business to the jewelry business. After years of being in Hollywood, she followed her calling and started creating wearable stories through sculpture. You will be drawn into her jewelry cinema and experience fascinating and mythical themes. This entrancing sterling silver cuff has been created by thousands of hammered strikes.

**MSRP \$4,700**  
**818-572-7928**



### 03

#### BAYCO

Want to feel like a bejeweled princess? Enter into the world of Bayco and you are met with glitz, glamour and exquisite gemstones. Each magnificent piece is handcrafted in New York City and radiates the finest craftsmanship. Encrusted with 60 colorless diamonds and set in 18K white gold, these hoops are definitely on my holiday wish list.

**Price upon request**  
**212-382-3390**



### 04

#### Venessa Arizaga

The very cool and chic Venessa Arizaga has the best of both worlds. Her pieces are inspired by the explosion of energy from NYC and the ocean tranquility from her Puerto Rican roots. Available in both sterling silver and gold plated brass, this Diamond in the Rough signet ring is perfect ring candy. Energetic, fun and playful each piece is unique and I want them it all!

**MSRP \$200**  
**646-620-9779**



# 05

## Djula Joaillerie / Paris

Parisian designer Alexandre Corrot from La Ville Lumiere, the City of Lights brings us a romantic richness through his dreamy collections. An international jewelry monarch, Alexandre encapsulates fashion, intricate details and the finest craftsmanship to create extraordinary pieces of wearable glamour. I wouldn't mind being wrapped up in this diamond and 18K gold barbed wired cuff.



**MSRP \$18,600**  
646-869-9585

# 07

## JHadley

Easy breezy beautiful JHadley jewels. Inspired by her travels and unexpected entrance into the jewelry world while traveling through India, Ashley, founder of JHadley has created statement pieces that can be seen on the red carpet and on women everywhere. This 14K white gold and diamond triangle lariat is the perfect winter white accessory.

**MSRP \$925**  
212-858-0065



### Jackie LeBental

Jackie LeBental an industry expert and owner of Barri Luxury Consulting, provides designer brands and retailers with personalized business solutions and extensive industry guidance. With over 10 years of sales management, growth driven results and passion for creative thinking she offers a fresh and honest approach to your business model. To contact Jackie for questions or a business analysis you can email her at Jackie@barri.onmicrosoft.com and follow her on Instagram at Barriluxco. www.barriluxuryconsulting.com

# 06

## Shay jewelry

The dynamite California based mother and daughter team Tania and Ladan know how to dress a lady in jewelry. Since 2002 they have put their stamp on the industry by creating both fine and fashion jewelry collections. From ear climbers, to one of kinds, their baubles keep wowing us. I have to have these 18K gold pave hand diamond studs. Who wouldn't want a diamond high five!

**MSRP \$870**  
310-962-4422



# 08

## Thistle and Bee

Luxury sterling silver brand Thistle and Bee has provided us with sleek and timeless designs since 1998. A unisex line that incorporates today's trends while maintaining a classic and refined style will fill your holiday wish list. This classic cigar band from the Plume Collection is a stylish fit on any finger.

**MSRP \$145**  
888-288-2801



# 09

## Nina Rundsorf

I was allured into the design house of Nina Rundsorf. Nina has the most remarkable vision for jewelry design by mixing exotic gems and precious stones with original and innovative designs. An extraordinary jewelry leader, she creates each piece in the most unique way. These 18K white gold icy diamond and white agate stunners are simply the only way to wear white.

**MSRP \$14,000**  
212-382-1243





## Greatest HITS & Smarter Website Visitor TRACKING

By Matthew A. Perosi



Many small businesses are not aware of the sophisticated ways website visitors can be tracked. Tools exist to capture valuable data and insights that can help you make improvements to your site every week.

Tracking users has been part of the web since the beginning, although the original hit counter tracking was pale by today's standards. A "hit" is the simple measure of how many times

a single file was served by your website. That measurement quickly became convoluted and businesses were ecstatic, albeit mistakenly, by reports of thousands of hits per day. In reality, there were only a handful of people visiting those websites and responsible for those hits.

Hits are now a useless measurement, replaced by a "visitor" counter, which is a method of counting the number of people who visit your website in a single day.

Google Analytics is a free website tracking option for businesses. It's easy enough for the beginner to understand; yet advanced users can tap into thousands of built-in hidden features. They have improved methods of counting your website visitors, showing you popular pages on your site, and even showing users in real time.

Advanced implementations of Google Analytics allow you to bridge your internal point of sale data to your website tracking. Expensive implementations can even help you track users from first point of contact on social media right through to when they step into your store.

Other types of website tracking can quickly become expensive too. Several provide similar reporting, making it easy to accidentally pay for duplicate services.

CrazyEgg provides a fantastic way to visualize where people look and click on your website, called heatmapping. They also provide great reporting of how people arrived on your website in relation to what they clicked on. On the other hand, the services ClickTail and HotJar provide the same heatmapping report in addition to video recordings so you can watch how people use your website. You would have to carefully evaluate and pay for only one of these three services that is best for you.

Visual Website Optimizer (VWO) and Optimizely are two similar services that allow you to easily edit small things on your website while measuring visitor reactions to those changes. This

is known as A/B testing. Google Analytics also has A/B testing built-in, however, that feature only works if your website has the ability to produce the A and B versions of the same page. Sadly, implementation of A/B testing with most content management systems is difficult or even impossible, allowing VWO and Optimizely to charge premium fees to make the process easy.



*I recommend all website owners to invest the time and money into at least four different tracking and reporting applications. Analytics, heatmapping, A/B testing, and any paid reporting tool that explains what effect social media has on your business. The cost of using these tools, and paying someone to decipher the results, will probably be your most expensive monthly website service fee.*

These tools will help you better understand your customers and provide the business intelligence you need to grow in this digital age.

You may not realize it, but you've been doing this type of customer tracking in your brick-and-mortar store since you opened. Watching customers walking around the store, and rearrange inventory to change customer traffic flow are both ways to make your store better.

You notice what they are interested in and you talk to them to find out what they'd like to see more closely. Your future inventory selection changes based on how you interact with customers offline and in person, but on a website you don't have that; you must use customer tracking tools to accomplish the same objective.

It takes several months of customer tracking before there's enough data to make sense of it, and a full year before you have a true understanding of what's happening online. The holiday season always has fantastic data that's deeper and richer than the rest of the year.

The takeaway from this is that website analysis will help you improve your business, so do it.



**Matthew A Perosi**

Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his 5-day per week newsletter, available through [jwag.biz](http://jwag.biz). Tap into the more than 1,100 free newsletters to guide you towards better usage of websites, social, and mobile. Matthew invites your feedback and questions at [matt@jwag.biz](mailto:matt@jwag.biz) or 973.413.8211. Many questions from TRJ readers have turned into great newsletter topics.



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# 2015 Holiday Insights Guide for Retailers: Strategies for a Successful Holiday Season

*RetailMeNot* inc.

RetailMeNot, Inc., the world's largest digital promotions marketplace ([www.retailmenot.com](http://www.retailmenot.com)), today released its annual holiday insights guide to help retailers better understand consumer shopping trends and behaviors during the holiday shopping season.

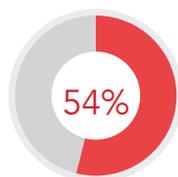
The full report includes a combination of RetailMeNot's internal data based on billions of consumer actions and tens of thousands of retailers' promotions, consumer trend surveys and third party research over the last three holiday seasons. It is available at: <http://www.retailmenot.com/corp/whitepaper/holiday2015>.

"There is a growing perception among consumers—right or wrong—that discounts and deals on Black Friday aren't always worth the wait. Increasingly, shoppers are looking for promotional opportunities earlier in the holiday buying cycle. Retailers do not appear, according to our research, to be fully taking advantage of consumers promotional appetites during this post-Labor Day period," said Michael Jones, senior vice president, retail and brand solutions, RetailMeNot, Inc. "As the majority of consumers roam the mall and shop from their couch armed with smartphones, RetailMeNot's research also shows that retailers who invest in these digital channels with varied omni-channel promotions will build their brands, better engage shoppers, and improve sales conversions in those mobile moments."

**Based on the RetailMeNot data and consumer research, our holiday insights guide centered around four key insights:**

- Consumers are browsing and buying well before Black Friday. Retailers should ensure that their brands are there to meet consumers at this point of discovery. According to RetailMeNot internal data, holiday shopping in 2014 really gained steam on November 1, 2014, with consumer interest in deal seeking trending up more than 20 percent compared to the October 2014 search average.

- A consumer survey conducted by RetailMeNot and Kelton Global in September 2015 found that 54% of shoppers expect retailer holiday promotions to begin in October or earlier, and 85% expect these deals to begin before Black Friday.



- Outside of Thanksgiving weekend, the amount of deals offered by retailers fluctuated wildly throughout November in past years. The volume of offers dipped to a low point on November 1, which is a day that many consumers are poised to begin their search.

- Having an ever-present strategy is key. Consumers don't shop for everything on their list at once. According to RetailMeNot internal data, category affinity tends to change throughout the season: A holiday traveler looking to plan a winter getaway in advance of the season finds an average discount of 33 percent off during the month of October.

Unsurprisingly, electronics and computers hit their peak from Thanksgiving through Cyber Monday and then into the first week of December. With an average discount ranging from 38 to 40 percent off, retailers may want to consider providing additional incentives to stand out from the competition.

It's going to be a very mobile holiday. Mobile browsing is gaining increased influence over purchases made across channels.

RetailMeNot data shows the gap between desktop and mobile impressions closed between 2013 and 2014. Mobile app visits and transactions should continue to climb during the 2015 holiday season, and if trends continue, we may see mobile Web visits surpass desktop as well.

In-store opportunities abound. Retailers should take advantage of mobile moments that influence in-store purchasing decisions.

- Nine out of ten purchases are still made in-store
- RetailMeNot data shows that shoppers tend to visit certain retail categories more often on their mobile devices. Brands in these categories may benefit from strong in-store offer content as shoppers browse their aisles with mobile devices in hand.
- Apparel, Home & Garden and Multi-category are the top three categories where shoppers request more in-store promotional content on the RetailMeNot app.

For more information about how RetailMeNot can support your promotional needs, visit [www.retailmenot.com/corp](http://www.retailmenot.com/corp).





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# THE GROWING NEED FOR THE VERIFICATION OF PRECISE JEWELRY COMPOSITION

By Jonathan Margalit, PhD



In the most recent article of this series (October 2015 issue), we discussed some of the common methods used to test jewelry and to verify the gold content in jewelry, including the scratch/acid test, electronic testers, and the fire assay method. In this article, we will cover a powerful and convenient method which, though slightly lesser-known than the aforementioned techniques, is used by a growing number of jewelry professionals.

More jewelers are turning to x-ray fluorescence (XRF) technology to perform a quick, non-destructive, and accurate analysis of jewelry, coins, and other items containing precious metals. The technology is typically housed in either a portable, handheld instrument or the more stationary table-top version. Compared to the methods discussed previously, which can detect or measure a limited number of elements (1-3), portable XRF analyzers can measure a wide range of elements. XRF technology allows for the analysis of elements above magnesium (Mg) in the periodic table, all the way to uranium (U), which means that, in theory, the technology can identify a total of 81 elements. However, in practice, portable XRF manufacturers typically limit the number of elements for precious metals and jewelry applications to anywhere between half a dozen to two dozen elements, depending on the manufacturer and the intended application.

Portable XRF technology comes at a higher price point than other methods – generally between \$8,000-25,000 – which reflects a wide variety of optional features, multiple capabilities and higher analytical performance levels. However, when compared to other, less accurate methods that can either damage the piece of jewelry, or harm the user's skin (acid test), or, if there is a significant amount of gold being bought and sold, the premium can be well worth it.

## How does portable XRF work?

XRF analyzers emit low radiation x-rays that are directed onto the sample, such as a piece of jewelry. These x-rays interact with the atoms in the sample and induce them to emit secondary, or fluorescence, x-rays. The energy and wave lengths of these secondary x-rays are characteristic and unique for each and every element on the periodic table and therefore serve as a "fingerprint" for the element. The XRF analyzer reads the different "fingerprints" in a sample and can then identify and quantify the elements of interest.

XRF is a non-destructive method, and when used for jewelry analysis, in that it can analyze all the precious metals and the alloying elements used in jewelry making, such as copper, nickel, zinc, as well as elements commonly used in jewelry

counterfeiting, such as chromium, titanium, and tungsten. Most XRF analyzers have a user-friendly screen, which displays the sample's chemical composition upon analysis. In the case of gold, they will display the karat value of a sample – easily identifying non-standard, under-karated, and even sophisticated counterfeit jewelry that other methods may be incapable of differentiating. XRF analyzers' measurement times are typically within a few seconds and the accuracy levels are comparable to those of the fire assay method. One particular XRF analyzer on the market today, equipped with a patented gold-plating detection technology, performs a series of primary and secondary tests to flag gold-plated items, and works regardless of the composition of the substrate or the plating layer.

One of the most appealing features of portable XRF analyzers lies in the fact that they provide an entirely new store experience for the customer. When selling or buying precious metals, a customer is able to maintain visual contact with the tested jewelry item during the entire testing period; ensure the integrity of the piece; and achieve a near-lab-quality result within seconds. That process offers tremendous value and can boost the trust between the customer and the jeweler. While portable XRF involves a high level of technical integration between hardware and software components, it is designed for non-technical users and often requires no more than a simple button push to obtain near lab results.

With the higher price of portable XRF analyzers, compared to some of the traditional methods used to evaluate precious metals in jewelry, the decision to purchase the equipment should take into account the volume of gold traded. Depending on the volume and type of jewelry being traded, the payback period may be less than a year for some users. A simple payback analysis calculation demonstrates that when buying the equivalent of 1.5 troy oz. of gold per day, a standard portable XRF instrument could pay for itself in less than one year.

*Author's Note: In the next issue we will take a deeper look into the exciting world of numismatics – the study of coins - and review some of the special situations and needs encountered by numismatics professionals.*



By Jonathan Margalit, PhD

Jonathan Margalit is the business development manager for Thermo Scientific Portable Analytical Instruments, a business unit within Thermo Fisher Scientific. In his role, Margalit manages the development of new field portable instruments for applications in the precious metals, mining, and regulatory (consumer goods, lead paint and environmental) markets. He received his PhD from the RWTH Aachen, Germany, in the field of high-temperature aircraft ceramics.

We don't advocate taking your work home with you, but since you will anyway, The Edge software for independent retail jewelers makes it easier to accomplish more with less from anywhere. An inventory feature imbedded in our program zeroes in on your best sellers. Then with a click of a button, it drops them into a purchase order that you can send directly to your supplier.

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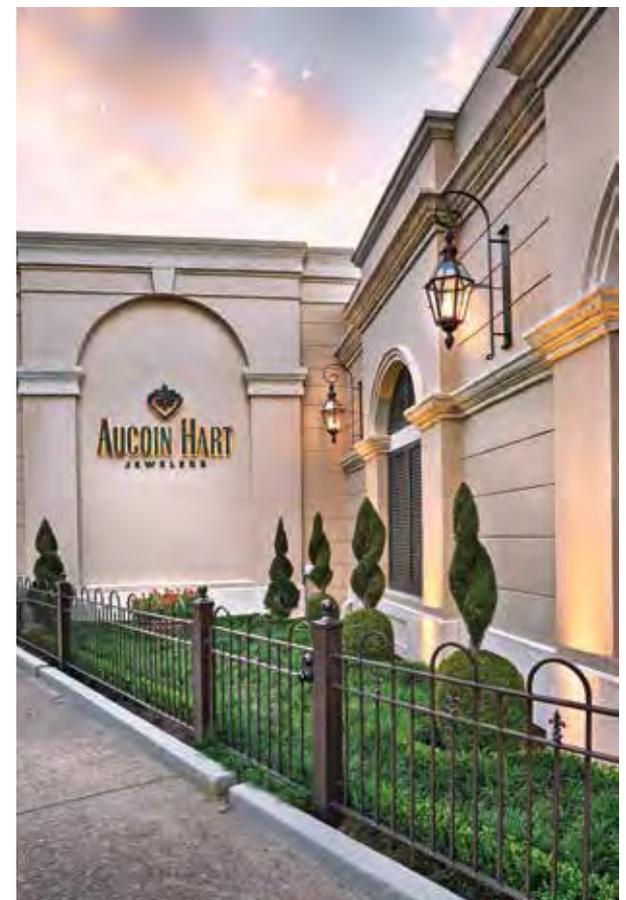
# For Aucoin Hart Perseverance Wins



On a good day the jewelry business has its challenges on a bad day it takes perseverance and dedication. For Aucoin Hart that really bad day came in the form of a historic storm on August 29, 2005 that threatened to wipe out the city of New Orleans.

29 days after Hurricane Katrina hit New Orleans, Aucoin Hart Jewelers reopened their doors. Soon afterward, they committed to a significant expansion of their physical space because of their love for and belief in New Orleans. The renovation was completed in August 2013. During the 7 years that the renovation encompassed, Aucoin Hart never closed. They increased their building square footage, updated the exterior, completely reworked the support spaces and finally, renovated the retail interior. Aucoin Hart wants each customer to feel as if he or she is in one's own or someone else's very nice living room, except that one is surrounded by some of the world's most coveted treasures, carefully chosen from top global brands by the astute buyers of Aucoin Hart.

The interior was a real challenge to layout. There were 3 columns in odd locations, making it difficult to achieve the flow of merchandise and the traditional New Orleans style the Aucoin Hart owners wanted to achieve. Opposite to the normal instinct to hide columns, we at GRID/3 added 3 additional columns to make the space flow easily so that customers could enjoy the focus on brand name jewelry, watches and custom made Aucoin Hart merchandise. The moldings on the square columns were carefully detailed. Clear glass mirror was inset into some column faces. The layout created a spacious ambience. The plan laid the groundwork for a comfortable, luxurious, relaxed retail space. The addition of the Rolex designed boutique and the David Yurman shop increased the elegance of the store. That the store is welcoming rather than intimidating is a tribute to both the design and the owners.



*Credits:*  
 Planning and Interior Design: GRID/3 International Inc.  
 Architecture: VergasRome Architects  
 Lighting Design: GRID/3 International Inc. & Eco-Lite Products  
 Visual Merchandising: Larry Johnson Consulting  
 Millwork: Faubion Associates  
 Photography: Michael Palumbo Photography

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## For Aucoin Hart Perseverance Wins

Building on the smooth flow of the plan was the design of the coffered ceiling. The ceiling height varied enormously due to structure and pipes. There is a double objective when designing the ceiling in a jewelry store. The ceiling must enhance the brand identity of the store, in this case the residential quality, that of a nice living room. Secondly, the ceiling must be designed to position the light fixtures in the correct position over the showcases. A series of coffers were laid out, highlighted with molding, to accomplish these goals. Since lighting is so important to highlight the merchandise, the owner insisted on testing various lighting schemes onsite, over the merchandise. A combination of 4000 Kelvin LED light fixtures with 3600 Kelvin ambient light fixtures, 90 CRI (color rendering index) achieved the merchandise presentation our client wanted, while considering energy efficiency. The higher the CRI of the lamps, the richer the colors of the materials they are illuminating appear.

The design of the showcases further enhanced the residential feel of the interior. All of the Aucoin Hart casework is built out of cherry wood, veneer and solid. The design is a combination of solid base cases and an Empire style case with legs. Starfire safety glass ensures that no color is contributed to the merchandise through the impurities in the glass. (Look at a sheet of glass and see that it has a turquoise / green cast. Not so Starfire, which is low iron glass). The cases are lit front and back with Fabulite 4100 K LED light rails. Pull out drawers assist the staff in both showing jewelry to customers plus making it easy to set-up and breakdown the merchandise every day.

A custom vignette display series allowed Aucoin Hart to move away from a linear presentation to a smaller individual stage setting. Special expandable platforms were designed to adjust in width to match the many different drawer widths. These allowed uniformity of presentation and maximum space utilization in the cases. Dramatic individual elements paired with lower capacity trays highlighted the premium value of the merchandise. All platforms and elements are made with magnetic bases to avoid dropping pieces during set-up and breakdown. Dramatic neck forms were used in tall vitrines to accent the height of the fixtures and to allow presentation of dramatic jewelry pieces. The fabric for the elements is Fifield Elite leatherette in Beige. Mink Charisma suede was used for on-counter items.

The hard surfaces throughout the retail showroom necessitated use of locally sourced acoustic fabrics and textures to absorb sound and to enhance the peaceful, comfortable ambience. A custom carpet from Atlas Carpet Mills, installed over underpad, helped to absorb sound. Classically detailed stained wood and lacquered woodwork emphasize the residential qualities



of the space. “The remodeling has only reinforced our culture and philosophy. It is very exciting to see our grandfather’s vision still alive today,” said the owner of Aucoin Hart, Tommy Aucoin, Jr.

The extraordinary new store serves as Aucoin Hart’s tribute to the city’s esprit de corps.



**Ruth Mellergaard, FIDA**

Ruth is Principal of GRID/3 International, Inc. She is a New York certified interior designer with specific experience designing jewelry stores. She knows a great deal about planning stores to operate profitably; specifying lighting to illuminate the merchandise and choosing and specifying colour and materials that make a statement. Ruth can be reached at 212-391-1162.



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18kt three-stone oval emerald, 0.77ctw, and diamond, 0.42ctw, ring MSRP \$4,000.

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Sterling silver long feather motif ring set with CZ. MSRP \$90.

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### Belle Étoile

Venezia white bracelet Hand-strung white Italian rubber with lab-grown pink, peridot, aquamarine, and white stones set into rhodium-plated, nickel allergy-free, 925 sterling silver.

MSRP \$325

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### Simon Golub

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MSRP ranges from \$899-\$1,999.

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800.426.7125



### JaydenStar

Rebecca Sloane sterling silver platinum plated blue Obsidian necklace. Available in a variety of semi-precious stones. MSRP \$160.

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212.686.0400



### Fredric Duclos

The movement, color and texture of this retro Flapper bracelet has rose and yellow gold plated accented sterling silver bracelet. MSRP \$300. Earrings and necklace available on request.

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A new suite of birthstone rings, dangle earrings, and necklaces. Each style features a center birthstone surrounded by a halo of simulated diamonds in sterling silver. MSRP range from \$140 to \$175.

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Open quatrefoil pendant with turquoise in sterling silver. MSRP \$395.

Thistle & Bee  
888-288-2801



## Jack Kelége

18kt white and rose gold earrings with 4.26 carats of round white diamonds. MSRP \$23,000.

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Large 12 carat emerald set in 18kt gold with fancy yellow diamonds (2.0 ctw) on the sides. MSRP: \$65,000.

Rahmanan Gem Corp  
800.348.4949

## Sophia by Design

14kt yellow gold tassel earrings featuring coral and crystal doublets and 0.34CT diamonds. MSRP: \$3,346.

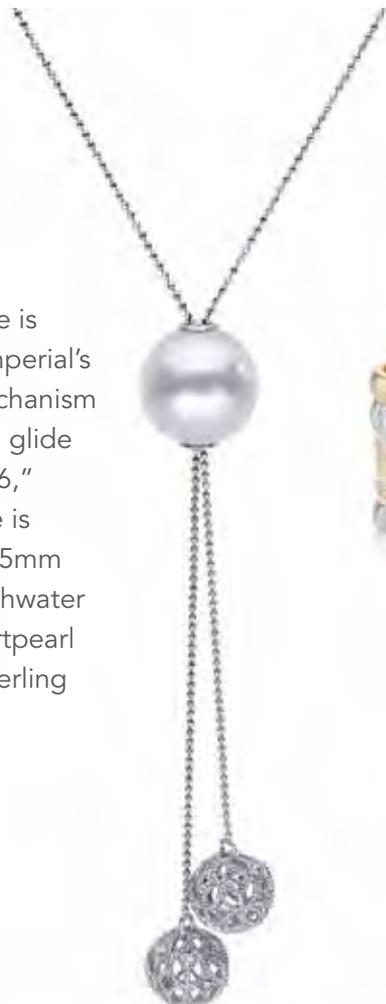
Sophia by Design  
215.629.0260



## Imperial Pearl

Updated pearl Y necklace is adjustable to 36" with Imperial's Smartpearl™ unique mechanism which allows the chain to glide through the pearl from 36," to 18," necklace. Feature is not shown in image, 5-5.5mm pearls. An additional freshwater 10.5-11.5mm white Smartpearl creates the Y effect. In sterling silver MSRP \$525.

Imperial Pearl  
401.223.4180



## Allison-Kaufman

New bracelet program featuring a stunning number of new designs in multiple carat weights, and stones colors and all set in 14k gold. MSRP of featured bracelets range from \$2,901 - \$6,132.

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818.373.5100



## 10 Characteristics of a Good Employer

People leave jobs for a variety of reasons, but chief among them is that they can't stand the person they work for. Here are 10 characteristics you might want to identify in your next leader:

1. **INTEGRITY:** deep self-respect and confidence, the result of true maturity.
2. **CONSISTENCY:** a steady hand, lacking the need for continuous, and often unnecessary, change.
3. **ACCOUNTABILITY:** self-discipline with resolve for what is right, for all.
4. **RESPONSIBILITY:** takes ownership of mistakes without blaming others.
5. **FAIRNESS:** treats everyone evenly, without double standards.
6. **CARE:** an ability to demonstrate genuine concern for others.
7. **PRAISE-WORTHY:** willing to give public and private praise without taking personal credit.
8. **FUTURE-ORIENTED:** not hung up on the past and interested in your future.
9. **HANDS-OFF ATTITUDE:** no need to micro-manage, but an ability to lead, direct, and support.
10. **COMMUNICATION:** an ability and readiness to be open, and especially to listen.



**Bill Boyajian**

Bill is the former long-time president of the Gemological Institute of America, and is currently founder & president of Bill Boyajian & Associates, Inc. His company consults for a wide variety of businesses in the gem and jewelry industry, specializing in leadership, business, and organizational development,

family transition, and succession planning. Bill is the author of *Developing the Mind of a Leader – Your Path to Lead and Inspire People*. He is a sought-after business coach and speaker, and can be reached at [bill@billboyajianassociates.com](mailto:bill@billboyajianassociates.com).

### Credit Card Alert.

#### Change of Credit Card Fraud Liability Due to New Chip Technology

Beginning in October 2015 the rules of liability for fraudulent credit card transactions will change and jewelers need to be aware of possible new chargeback risks. Credit cards with small metallic square computer chips, so-called EMV technology, are being issued by the financial institutions. The purpose is to make credit cards harder to counterfeit than the current cards with magnetic strips on the back. It is estimated that by the end of 2015, 70% of credit cards will support EMV. The cards currently being issued will be able to utilize either the EMV chip or the magnetic strip on the back.

Previously, for in-store transactions, if the retailer swiped a card, followed proper procedures, and got an authorization, the retailer would ordinarily not have a chargeback, even if the card or transaction were fraudulent. The liability fell on the payment processor or issuing bank.

Under the new rules adopted by the major credit card companies, if a customer presents a card with an EMV chip, and the retailer does not use a new card reader compatible with EMV chip technology, the liability for a fraudulent transaction will fall on the retailer. If the retailer uses an EMV card reader, the liability in fraudulent credit card transactions will still fall on the payment processor or issuing bank, not on the retailer.



The average cost of a new card reader to accept EMV transactions is reported to be approximately \$500-\$1,000. JSA advises all jewelers to obtain the new card readers if they have not already done so.

By no means is this a silver bullet to stop credit card fraud, which is a major problem for jewelers. Even with the EMV technology, credit card transactions by telephone or through Internet orders will continue to present the same risks as at present. The liability for fraudulent transactions when the card is not present in the store will continue to fall on the merchant. It is predicted that criminals will now make even greater use of fraudulent telephone and Internet orders.

John J. Kennedy, President, Jewelers' Security Alliance  
Scott F. Guginsky, Vice President (NYPD Retired)  
212-687-0328



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# We Are Thankful

IJO has been and continues to be such a blessing to us – we have grown so much both personally and professionally. IJO conferences are a highlight each year and we always return with a new energy, as well as new ideas. IJO has given us the opportunity to travel to Antwerp to buy diamonds, to Italy to buy gold and to Asia to buy fabulous gemstones, and we now do business almost exclusively with IJO vendors. So much of our success is a direct result of what we've learned from our IJO family. Thank you IJO for everything you have given us. We are truly grateful.

Al & Linda Torrington, Knowles Jewelry, Minot, ND



Thirteen years ago it was suggested I join IJO – I had no idea what IJO was nor what it would do for my business. But I took a chance, and this amazing organization has helped my business grow tremendously. Attending every conference (twice a year) has been a high-

light, and the vast array of seminars has helped me be a better business person as well as a better member of the community. My clients are impressed that the first day and a half are filled with education! The vendors are helpful and friendly as well as wanting to do business with me. I have found they go above and beyond in helping me be successful, which in turn helps them as well. Thank you to my IJO family!

Glenna Gibbons, G.G. Gems, Scottsdale, AZ



For information about IJO membership go to [www.ijo.com](http://www.ijo.com)

## New and Noteworthy

### Richline Partners With Industry Leaders To Fight Wildlife Trafficking

Richline Group, Inc. joined forces with jewelry industry organizations to fight wildlife trafficking as part of its ongoing Richline Responsible initiative. The industry organizations participating in this effort are: Ethical Metalsmiths, MJSA, JVC, Fair Trade Jewellery, Rio Grande, FJATA, Wildlife Friendly Enterprise Networks and Jewelers of America.

In addition to Richline's steadfast stance against the use of illegally acquired wildlife and wildlife products, the company is now leading an initiative featuring a new campaign that seeks to diminish both the supply and demand for these products throughout the industry. This campaign, will appear in industry publications, seeks to raise awareness of the wildlife trafficking crisis in support of the newly formed U.S. Wildlife Trafficking Alliance.

The new campaign's goal is to spread the industry-wide mission stating, "it is the jewelry industry's responsibility to comply with US and international laws with the goal of conserving wildlife and their habitat." Through our associations, members have implemented best practices that seek to eliminate the supply, and the demand for illegal wildlife products in our industry.

We will continue to do so by working to keep illegal wildlife products out of our supply chains, and by educating our customers about the devastating impacts caused by the purchase of illegally trafficked wildlife products. We also encourage all member companies to make additional, voluntary commitments to protect, and to draw attention to threatened species that are being poached for commercial sale."

When asked about the new campaign, Richline's Chief Marketing Officer, Mark Hanna said, "we connected with these goals, and the mission of the U.S. Wildlife Trafficking Alliance.



There is much we will need to do as an industry to combat this crisis, but the first need is clear: we must raise awareness throughout the jewelry industry in order to diminish demand. We believe it is our responsibility to help spread the word, and we are thrilled to see that so many key industry organizations are willing to get involved."

To learn more, visit the U.S. Wildlife Trafficking Alliance website. For more information contact: Richline Group, Inc. Michael Schechter (212) 886-6368.

### 24kt Rose Valentines Program

Christmas hasn't arrived yet but now is the time for planning for the second most popular jewelry holiday. Retail jewelers all agree that the jewelry that their customers purchase is a symbol of their love. And what holiday represents love more than Valentines Day?

Jewelers should be stocking and advertising for their share of the substantial sales and profit that can be made from the second most profitable holiday of the year.

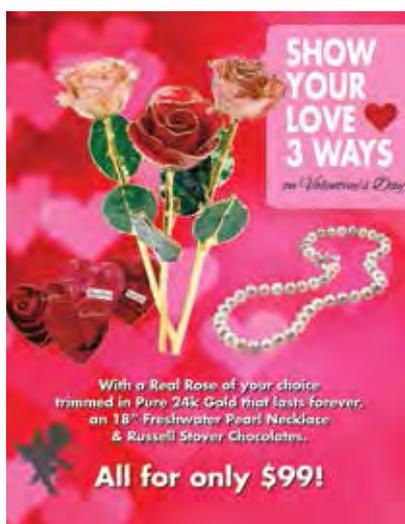
The 24k Rose & Loyalty Co. makes it easy for the retail jeweler to offer a price point Valentines Day gift package to their customers with the "Show Your Love 3 Ways" gift set.

The promotional package with gift box includes:

- A real rose lacquered and trimmed in 24 karat gold.
- A beautiful 18" multi colored knotted freshwater pearl (8-9mm) necklace with a rhodium plated toggle clasp.
- A heart-shaped box of Russel Stover chocolates.

The wholesale cost is \$46.50 with a red hot MSRP of \$99. Marketing Support includes ad slicks, counter displays, a radio script, and a customizable TV commercial. The minimum purchase of 12 gift sets is only \$567 and includes six extra boxes of chocolates.

Call 800-843-8131 for more information.



## Be a Creative Leader

By Bill Boyajian

More than ever before, running a jewelry business requires creativity and openness to change. Creative leaders must develop ways of building confidence in their followers through resourceful approaches to life and business. Look for ways to involve people in your vision. Keep learning new things and applying them to your life and work. People know that leaders with creativity and vision are going somewhere, and they want to work for them. Leaders also know that they must develop creativity in their people. Here's how to do it:

- ✓ **Create an Open Work Environment:** For almost no cost, you can create a working environment that fosters creativity and encourages innovation. You do this by establishing an atmosphere where staff members are encouraged to offer ideas, where idea exchange is easy and relevant, and where people feel comfortable working together.
- ✓ **Pick the Right People and Listen to Them:** You can't get where you want to go without the right people, nor will you get the right kind of input. You want people who are willing to push themselves and broaden their horizons. Once you land those people, listen to them.
- ✓ **Create the Right Mindset:** You may need to re-program the way current staff think about themselves and their jobs. Changing a closed culture to one that is open and innovative isn't easy. Sometimes it's impossible, and people have to go. But give people an opportunity to see the world through "new eyes" first.
- ✓ **Lead Creativity from the Top Down:** The creative process won't just happen because you decree it. You need to set the right example and lead the team. You can't rely on someone else to do it. If you're in charge, take charge. Let people know that a culture of creativity is essential to business success.
- ✓ **Build People's Confidence:** Make sure people know you are serious about innovation and that they aren't just wasting their time thinking of new ways to build business or refine business processes. Trust is vital. People need to know that they are not alone in taking risks.
- ✓ **Get People Away:** Have a creativity retreat away from the store or business, where everyday activities can get in the way of free and open thinking. Make it special and make it fun. By setting the tone with an exercise outside of the normal work environment, you can bring that same energy back into it.
- ✓ **Let People Take the Reins:** Give people some rope. Not enough to hang themselves, but enough to feel they have some latitude to make things happen. Not all ideas will work, but if people are afraid to fail, you will never build a culture of creativity.
- ✓ **Let People Feel "In" on Things:** Open and honest communication fosters open and honest risk-taking and information exchange. By allowing people to know what's going on and what's expected of them, you have a high degree of probability that the creative spirit you want to build will indeed happen.
- ✓ **Balance Creativity with Timely Execution:** Innovation is only as good as the execution of resulting ideas. Don't tackle every idea. Prioritize them and take decisive action. The best evidence of a creative organization is tangible results in a realistic time frame.

As a leader, you not only have to be creative, you have to foster creativity in your people. That's when you know you're exercising your creative muscle. Innovation emerges from people who are simply open-minded enough to believe that anything is possible.

# MH mark henry

ALEXANDRITE JEWELRY COLLECTION

*New* and Noteworthy 

## U.S. Trade Groups Form Council

Leading jewelry associations in the United States have come together to form the United States Jewelry Council (USJC), to work more closely on making sure the U.S. jewelry industry is collectively represented at government and international levels, and dealing more effectively on key issues, such as social, ethical and environmental importance, that might impact the U.S. jewelry industry.

Council members are:

- American Gem Society (AGS)
- Diamond Council of America (DCA)
- Diamond Bourse of Southeast United States (DBSE)
- Diamond Dealers Club of New York (DDC)
- Diamond Manufacturers & Importers Association of America (DMIA)
- Indian Diamond and Colored Stone Association (IDCA)
- Jewelers of America (JA)
- Manufacturing Jewelers & Suppliers of America (MJSA)
- Natural Color Diamond Association (NCDIA)

The Council has elected the following officers:

President - Ronnie VanderLinden, President of the DMIA

Treasurer - David J. Bonaparte, President & CEO of JA

Secretary - Ruth Batson, CEO of AGS

James Evans Lombe, Director of Ethical Initiatives, Jewelers of America, has been appointed CEO of the Council.

The organizations – whose combined memberships represent the vast majority of the U.S. jewelry industry – believe U.S. businesses need a united voice on issues. These include environmental mining standards, factory working conditions, full and proper disclosure of all relevant information before a sale. This includes the type of stone, its weight, the metal type and quality. Any issues that can impact consumer confidence in the jewelry industry, including as financial regulations, anti-money laundering or the international systems to prevent the re-occurrence of conflict diamonds are subject to be considered. For example, the Council is a member of the World Diamond Council, working with the WDC to enhance the U.S. jewelry industry's voice in the Kimberley Process.

"The success or failure of U.S.-based jewelry businesses - and the entire diamond and jewelry supply chain - is in large part dependent on a healthy representation of U.S. businesses in the national and global arena," said Ronnie VanderLinden, Chair of the USJC & President of the DMIA. "These challenges on the national and global scale are more than an individual

association can handle alone. The U.S. industry needs a coordinated effort to ensure we can protect consumer confidence in our product and have a say on policies that affect the livelihoods of our members.”

By joining forces, the associations combine their expertise and experience with the aim of having greater influence in dealing with challenges facing the U.S. jewelry industry on a national and global scale.

Along with the growing shift in consumer awareness and attitudes, pressure from governments and non-governmental associations remains high and intergovernmental and other global initiatives, such as the Kimberley Process and the Organization for Economic Cooperation and Development (OECD), are tied closely to consumer confidence in the U.S. market.

“As representatives of the fine jewelry industry in the U.S., we have to work together to represent the common concerns of our respective memberships and our consumers,” says Ruth Batson, Secretary of the USJC & CEO of AGS. “Jewelers represent the last, critical, link to the final purchasers of jewelry. We know jewelers are at the forefront of ensuring that consumers keep their trust in jewelers and jewelry products, ensuring that both the customer and the entire jewelry industry are protected.”

Andrew Keller, Deputy Assistant Secretary in the U.S. State Department’s Bureau of Economic and Business Affairs, said, “We look forward to engaging with the U.S. Jewelry Council and continue to support U.S. industry’s effort to lead by example in the areas of responsible sourcing, supply chain transparency, and ethical business conduct.”

**Caterina Jewelry Appears on Modern Living With Kathy Ireland**

Caterina Jewelry knows no limits when it comes to designing fashionable silver charm jewelry. The creator of the ingenious Charm Opener, Lara Korhammer and Caterina Jewelry will make their debut on the jewelry scene as part of America’s most-loved TV program, Modern living with Kathy Ireland®, on E! Entertainment Network as sponsored programming on October 8, 2015 and Bloomberg International as sponsored programming on October 11, 2015.

According to Lara Korhammer, founder and principal of Caterina Jewelry, “Charm bracelets can be notoriously difficult to open. Most women choose to use their nails, which can lead to cracking and scratching them, and even ruining their





# NOT SUCH A CLEAR PROCESS

By Angie Ash

Recently, De Beers released a reprint of an article entitled “Dirty Diamonds,” which was featured in the August 27 issue of “Time.” The article highlighted the conflict and misery still found in the diamond mines of the Congo and pointed out the pitfalls of the Kimberley Process.

As I’m sure all of you know, the Kimberley Process, established in 2003, is an international certification system designed to reassure consumers that the diamonds they purchased are conflict-free, meaning they didn’t fund a rebel movement intended to destabilize a legitimate government. The article goes on to mention that, although the Kimberley Process did help to minimize the percentage of diamonds sold to fund rebel movements, today’s consumers are looking for ways to improve the working and living conditions of miners, too. Currently, the Kimberley Process does not touch on these particular efforts. In the words of the miners making \$1.25 a day, literally stuck between a rock and a hard place, “If people don’t buy our diamonds, we won’t be able to eat...how does that help us?”

In the words of the miners making \$1.25 a day, literally stuck between a rock and a hard place, “If people don’t buy our diamonds, we won’t be able to eat...”



The article mentions a few major players — Tiffany & Co., Rio Tinto, Signet and De Beers’ Forevermark brand — who have issued strict sourcing policies for their diamonds, as well as Brilliant Earth, one of the first jewelry companies to make responsible sourcing a selling point. However, although jewelry industry executives will be meeting in New York next March to hammer out an industry-wide transparency process, it does little to help fine jewelry retailers now. They’re faced



with a stagnant market, a looming 4th quarter they’re banking on — and now may have to deal with this, too.

So what are you, one of these fine jewelry retailers reading this article, to do?



**1. Be prepared.** Articles like these tend to have a trickle-down effect and it only takes one major story, launched nationally, for issues to be brought down to a local level. You may be contacted by a local news station for your comments. If you carry Forevermark, you have already received a heads up statement from them. Keep in mind their statement only covers their diamonds. It is nearly impossible to say with complete certainty that ALL of your diamonds are ensured to be conflict-free, especially if you have old inventory or old diamonds in your vault. But...



**2. You can state that,** although the Kimberley Process is not foolproof, you do your due diligence in carefully selecting and purchasing your diamonds from companies who comply. Mention your desire to see the ability of the industry to be able to effectively trace the diamonds you sell from mine to finger in the near future. Point them to your website, which should already have this type of verbiage and your code of ethics front and center on your diamonds page. If it’s not there, prepare to be questioned.



**3. Use this as a learning lesson.** Some retailers faced issues when the movie “Blood Diamond” came out. Others didn’t. Some consumers care about responsible sourcing. Others don’t. Some people who say they care may be the same who don’t realize the \$100 shirt they’re wearing was made by a 5 year old in a Chinese factory, making 50¢. That’s ignorance. Being knowledgeable about your diamonds, and doing your due diligence to buy conflict-free, is your best defense. If it’s something you stand behind, advocating for the industry to develop diamond-sourcing transparency is one thing that should be as clear as the diamond you’re hoping to sell across the counter.



Angie Ash

Angie is Executive vice President at Fruchman Marketing. She oversees the business of several clients, new business initiatives and internal projects and processes. She is active in many civic organizations including Board Vice President for The Victory Center, a nonprofit providing nonmedical services for cancer patients at no charge. The Northwest Ohio Affiliate of Susan G. Komen for the Cure®, and Chicks for Charity. You can reach Angie at [angie@fruchman.com](mailto:angie@fruchman.com)

# New and Noteworthy

manicures. Some prefer using knives to open charms, putting their own safety at risk and damaging the appearance of their jewelry in the process. We designed the charm opener with the premise that women should be able to easily open charms and with no safety risks!"

"Charm bracelets have been a growing trend for many years now, but unfortunately they're not always easy to open. This fact has stopped more than a few buyers from falling under their spell. The charm opener is a wonderful solution for everyone," said Kathy Ireland, supermodel, actress, entrepreneur and TV personality.

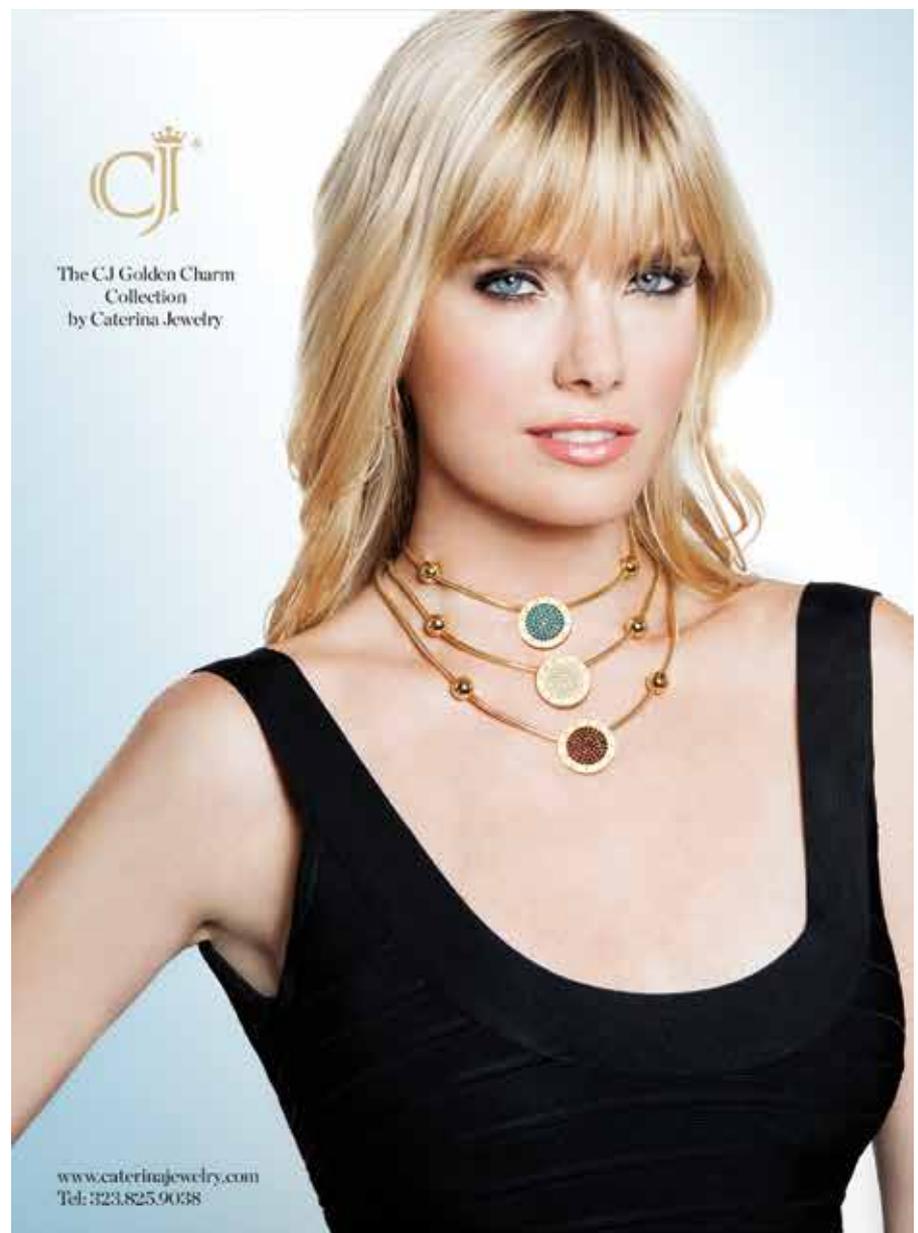
Cathy Barouch, founder and head designer of Caterina Jewelry, added, "The charm opener is a lifesaver in many ways – it opens charms and necklaces with just one click. It allows women and sales personnel alike to mix them up and create new styles in minutes."

As part of the Modern Living with Kathy Ireland® TV program, Caterina Jewelry will also be covering their latest collections, the Caterina Jewelry Silver Charm Collection and the Caterina Jewelry Bridal Collection. "Both are now available in stores across the US, and also at Beauty Balm Studio in Los Angeles, where we've held our last photo shoot," states Lara Korhammer. "We are especially fond of the bridal collection, which we designed on the premise that gift-giving is a long-standing tradition. The collection is an ideal gift from the bride to her bridesmaids, and is now accessible to every woman in quest of the perfect jewelry for her big day in selected retailers across the US and also on our website," said Cathy Barouch.

To find out more about Caterina Jewelry's patented Charm Opener and CJ Silver Charm Collection, visit [www.caterinajewelry.com](http://www.caterinajewelry.com).



From left to right Lara Korhammer, Cathy Barouch, Kathy Ireland.



An advertisement for Caterina Jewelry's products. At the top left is the 'CJ' logo. To its right are two bracelets: one with blue and gold links and a green charm, and another with brown and gold links and a red charm. Below this is the text 'THE CJ GOLDEN CHARM COLLECTION'. In the center is a gold-colored charm opener with a large circular charm. Below that is the text 'THE CHARM OPENER by Caterina Jewelry'. At the bottom is a pink charm opener with a bracelet of pink charms. To the right of the pink opener is the text 'Opens all Brands of Charm Bracelets and Clip Beads!'. At the bottom left of the pink opener is the word 'PATENTED!'. At the bottom center is the website and phone number: 'www.charmopener.com Tel: 323.825.9038'.

# We Need a Jewelry Industry Trailblazer

By Jan W. Brassem

From where I sit, it certainly appears retail jewelers who sell popularly priced jewelry are experiencing sales anxiety and they're not smiling. The tension is especially palpable in the country's longest-standing jewelry channel: the retail store. What's causing this angst, you ask?

It's the 74 million 'GEN Y' consumers, (born between 1978 and 1995, now aged 21 to 38), who, directly or indirectly, account for \$200-\$250+ billion in goods or services a year; five times more than their parents did at their age. There are now more Gen Y's than Baby Boomers and account for 50% of the total US work force. Oh, did I mention, they represent the biggest potential consumer market in the country.

Some time ago, I attended L2's, ([www.l2inc.com](http://www.l2inc.com), a consumer branding firm), Gen Y Forum, purported to be "the largest gathering of prestige marketers (including jewelry) in North America. The Forum's goal was to discuss the "characteristics, influence and brand affinities of affluent consumers."

No matter which of the thought-leaders you heard speak, they almost universally agreed the Gen Y consumer is technologically sophisticated, considering they were probably using computers before kindergarten. The computer became their "training wheels" – so to speak. They are the "Internet Generation."

More to the point, speakers made it eminently clear there is an underlying disruption – jewelry 'transformations' so to speak – currently in effect here. This trend could – and probably will -- dominate our entire industry for decades. The unrelenting development of the e-commerce marketing channel is at the perilous expense of the bricks and mortar retail store.

## E-Commerce Channel

Fortunately, the independent retailer jeweler is becoming responsive to the rapidly escalating use of e-commerce – and not a minute too soon. It is obvious, of course, that the consumer's convenience of buying 'on-line' usually trumps the need to buy at a store. As a result, the shift from brick-and-mortar retailers to internet-based retailers will accelerate at warp speed. In all fairness, the jewelry 'independents', as they are called, are scrambling to catch/keep up. "The worlds of traditional jewelry stores and

e-commerce are merging", says Devin Wenig, President of eBay Marketplaces, ([www.ebay.com](http://www.ebay.com)), — one of the world's largest online markets. "The impact of digitization on traditional retailers' bricks-and-mortar stores, as well as the use of data to meet customers' needs, will continue to grow in importance".

"I should say", Wenig goes on, "The death of the store has been greatly exaggerated. (But), there will be a transformation of retail real estate, but not an end to it."

Retail outlets are becoming more distribution, service and fulfillment-oriented than full-fledged shopping experiences. "Think of today", says Wenig, "the square footage in a store needs to attract people in the door, it needs to have the right inventory at the right time, and it needs to have high service levels. That's a very expensive model, and it's a very inefficient model."

Even Blue Nile, one the jewelry industry's online leaders, may have started a trend by prophetically creating an innovative 'service' strategy by opening several East Coast "try-on-only" stores. "Please try-on-our-jewelry style here, but purchase only online". How about Amazon? Joint venturing with United Parcel Service, they formed Amazon Prime. For a modest fee, Amazon offers 4-hour to 48-hour delivery for any item purchased via their on-line site, including jewelry. Not to be out done, Walmart is about to do the same.

While US jewelry trade shows experienced an increase in vendor participation, my preliminary (and strictly unofficial), research indicated many exhibitors were less than enthusiastic. The Couture show, focusing on the high-end and branded jewelry stores, as predicted, did better.

The world renowned McKinsey & Company, ([www.mckinsey.com](http://www.mckinsey.com)), a leading consulting firm, estimates that within 5 years, the traditional jewelry industry should again grow by 4% to 6%, barely ahead of inflation. Online jewelry, however, should grow by 10%. Not surprisingly, The US Department of Commerce echoes McKinsey's estimates.

So, what's going on here? By all indications, and to some degree, the retail jewelry store is in a 'channel transition' – from bricks-and-mortar to e-commerce.



## Now What?

But what, or who, is going to direct the industry through the transition -- to the anticipated growth forecasted by the experts? Who will guide them to understand and apply the dynamics of modern technologies and platforms as a marketing tool rather than 'merely' displaying appealing jewelry? How will jewelry stores capitalize on the emerging digital age and not be left out in the cold?

With an abundance of alphabet-soup like jewelry organizations, (JVC, JA, AGS, JBT, MJSA WJA, DCA, ICA, GIA and a host of others), each with its own organizational goals, which will step up and lead an industry-wide 'expansion' strategy? Obviously, the jewelry storeowners desperately need a trailblazer-- an organization or an individual -- to lead them, as well as consumers, through the challenging and dynamic jewelry retail landscape. In the not-to-distant past, (early '80's), industry trade associations like the World Gold Council, (WGC), took a leadership stance and developed a costly but extremely successful "Nothing-Feels-Like-Real-Gold" campaign. This success was followed by DeBeers ' "Diamonds are Forever" consumer marketing promotion -- another industry 'home run'.

## A Trailblazer with a Vision and a Strategy.

Who will be the leader-- or a leader with initiative -- to develop a strategy that will bring our industry together using one

specific template? What leader -- or organization -- will design the next 'Diamonds Are Forever'-campaign?

Who will have the vision to lead the jewelry industry and apply some of the dynamics of the high-tech companies in the consumer product field, especially in the luxury arena? In the age of universal e-commerce acceptance, the long-term goal of the leader should be to establish an industry-spanning tech strategy in addition to the jaw dropping beautiful jewelry styling.

There are numerous tools to develop an effective e-commerce strategy. Using a simple market strategy from any one the hundreds of available publications -- such as Strategy, (by Harvard Business Review Press, 2015), -- it shouldn't take too much effort to design an industry-wide marketing success.

All it needs is an individual, (a luminary?), -- or an organization -- with initiative.

Who will lead?



Jan W. Brassem

Jan is Co-Founder and Senior Partner of MainBrace Global Partners, LLC, ('MGP'), a global M&A and strategic/financial advisory firm. The firm provides strategic guidance to expand profit through innovative consolidations to global luxury product organizations.



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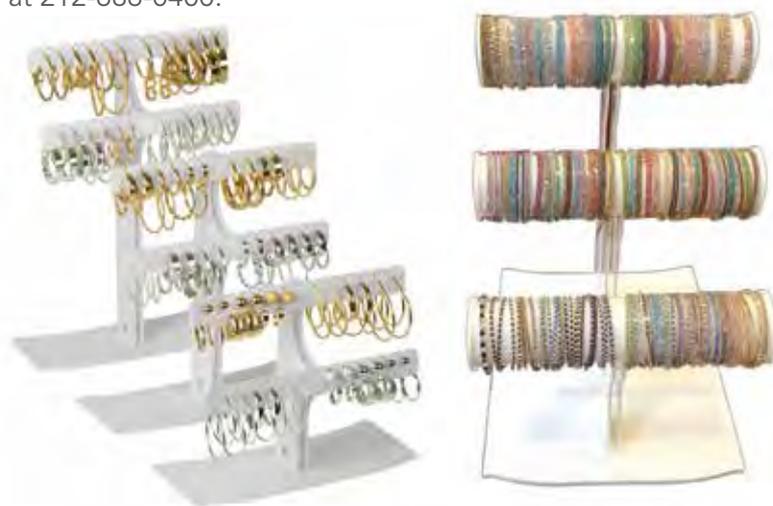
## New and Noteworthy

### Jayden Star Launches New Program to Boost Holiday Sales

After months of planning and collaboration with their customers, Jayden Star launches a top-of-counter program to enhance holiday add-on sales for retailers nationwide. "This program is going to be an integral part of making our customers successful during the fourth quarter," says Jason Mandelbaum, President of Jayden Star. "The holiday selling season is here, and we are making it easier than ever to offer great value to consumers, and a better bottom line for retailers."

The new Jayden Star program consists of three collections: Fine Faux earrings, Oroclone Crystal Earrings, and Oroclone Crystal Wrap Bracelets. All sensibly priced at key retail price points that will resonate with consumers this holiday and throughout 2016. Retail pricing ranges from \$9.99 to \$39.99 and include easy-to-use displays, a 30-day guarantee, and a Style Change Program. Enabling retailers to make an incredible ROI in a single square foot space within their store.

For more information, contact the Jayden Star at 212-686-0400.



### Sharon Wei Designs Releases The Pink Collection Honoring Women Surviving and Battling Cancer

Sharon Wei Designs launched The Pink Collection inspired by brave women battling and surviving cancer.

Everyone knows someone – a wife, mother, daughter, sister – who has combated breast and other forms of cancer. These women deserve a piece of jewelry recognizing their heroic fight. The one gemstone Sharon Wei uses in every design of The Pink Collection is pearl.

"When a mussel senses an irritant in its body, like a grain of sand, it secretes a substance to encircle the irritant, to form

a layer of protection," Sharon said. "Over time this layer of protection becomes a pearl. This is how a pearl is born – birthed out of a fighting spirit to face an unexpected adversity, and create a legacy of beauty and courage from irritants in life."

In recognition of fearless women everywhere, Sharon Wei designed beautiful necklaces, bracelets and earrings using cultured pearls and genuine gems that follow the universal Pink Ribbon campaign theme and are in a baroque style. This year's The Pink Collection is comprised of glowing white keshi pearls, light rose quartz and deep red garnets fitted between varying shades of blushing rose pearls. Several delicate pieces include pink satin bows placed between clusters of pearls, garnets and quartz pieces.

The elegant jewelry crosses clothing boundaries and can be well matched with casual and business attire. There are seven different pairs of earrings that dangle about an inch on sterling findings and have a suggested retail price between \$65 and \$80. There are three bracelets with pink bows placed between gold and pink pearls on sterling silver strands that cost between \$135 and \$150.

Necklaces come in seven styles with two single strands, two double strands, one Y-shape, one torsade and one 40-inch opera length that can be doubled up. The necklaces range in price between \$280 and \$415.

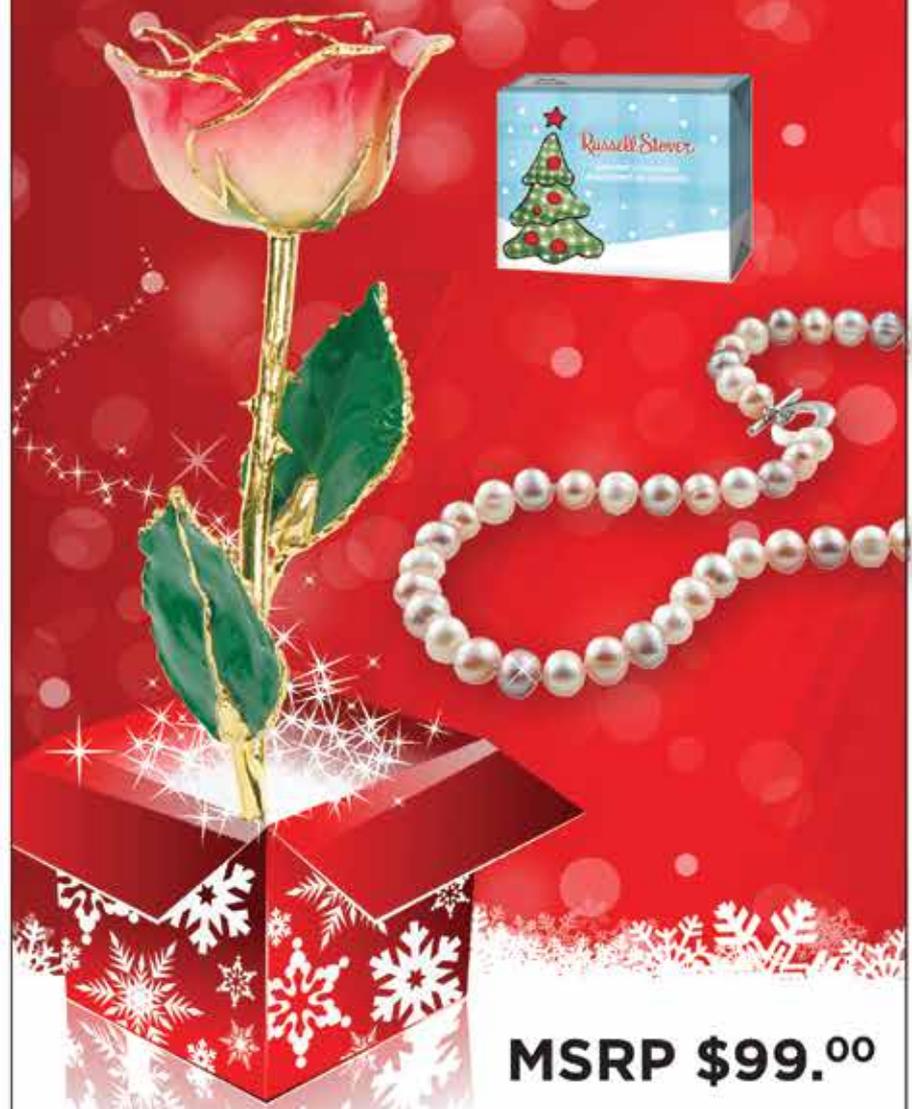
Sharon Wei Designs was established in 2003 as a gemstone fashion designer line. Sharon is based in Columbus and sells her silver and 14kt jewelry through a network of jewelry stores across the U.S. and Canada. More information call 614-889-9292.



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## New and Noteworthy

### Brink's and Diamdax Launch International Diamond Trading Exchange

Brink's and Diamdax have announced a strategic joint venture to provide an international electronic trading exchange that will re-write the convention for professional diamond trading. Combining Brink's 155 years of expertise in security and global transport with Diamdax's robust, innovative technology, the exchange will provide traders with a fast, efficient, secure and anonymous method of buying and selling certified, polished diamonds around the world at anytime.

Amit Zukerman, President of Brink's Global Services, said: "By integrating our global footprint, brand strength and service excellence with Diamdax's unique trading exchange we believe we have created an unmatched market-leading service which will support the industry's ability to trade freely and transparently across the globe."

Diamdax Managing Partner, Immanuel Van Poppel, added: "Our goal was always to provide the diamond market with the latest in innovative technology and search functionality to enable a faster, safer and more efficient way of trading stones anonymously across the globe. We are extremely excited to be partnering with a brand as strong as Brink's that is trusted globally and recognized for its integrity and strength of heritage. This joint venture will take Diamdax to the next level of growth."

The Diamdax / Brink's exchange [www.Diamdax.com](http://www.Diamdax.com), was officially launched at the Hong Kong Jewellery and Gem Fair: 16-22 September 2015.

### American Gem Trade Association Announces Board of Directors' Election Results

The American Gem Trade Association announced the results of its annual AGTA Board of Directors' Election. Jeffrey Bilgore, of Jeffrey Bilgore, LLC, was elected President. Cynthia Renée (Marcusson), of Cynthia Renee, Inc., and Avi Raz, of A & Z Pearls, Inc., were likewise re-elected as Directors to the Board. Kusam Malhotra, of K & K, International, and Jeff Mason, of Mason-Kay, Inc. were newly elected. The Directors'-elect will take office February 2016, and will serve three-year terms.



Jeffery Bilgore

# New and Noteworthy

The following Members will continue with their positions on the Board:

Gerry Manning, Vice President	Gina Latendresse, Director
Pramod Agrawal, Treasurer	Niveet Nagpal, Director
Bruce Bridges, Director	Robert Van Wagoner, Director
Charles Carmona, Director	Simon Watt, Director
William Heher, Director	Larry Woods, Director

AGTA recognizes Ruben Bindra, of B & B Fine Gems, for his tireless and exemplary leadership as President. Sushil Goyal likewise served as Director. Both Bindra and Goyal, of Liberty Gems, Inc. will complete their Board terms in February 2016. AGTA expresses their appreciation for the years of service and dedication to AGTA and the Board of Directors.

The Nominating Committee was chaired by Past President Benjamin Hackman. The Committee Members were Jeffrey Bilgore, Neal Litman, Douglas Parker, Avi Raz and Ray Zajicek. The AGTA Board of Directors holds elections on a rotating cycle in order to guarantee coherence of the Board's long-term plans.

The new Board Members will be introduced at the AGTA Membership Meeting, which is open to all AGTA Members and will be held Friday, February 5, 2016, at AGTA GemFair™ Tucson. For more information, please contact [info@agta.org](mailto:info@agta.org) or 800-972-1162.

## American Gem Society and Jewelers Mutual take "Sharing the Rough"

### Documentary on a Cross-Country Tour

The American Gem Society announced a unique collaboration with Jewelers Mutual Insurance Company in bringing Orin Mazzoni's new documentary film, "Sharing The Rough," to the public across the country in a series of exclusive screenings beginning early September 2015. This unique and evocative film documents the never-before captured journey of a colored gemstone as it travels from mine to market, while also sensitively exploring the challenges and opportunities of an emerging mining economy in East Africa.

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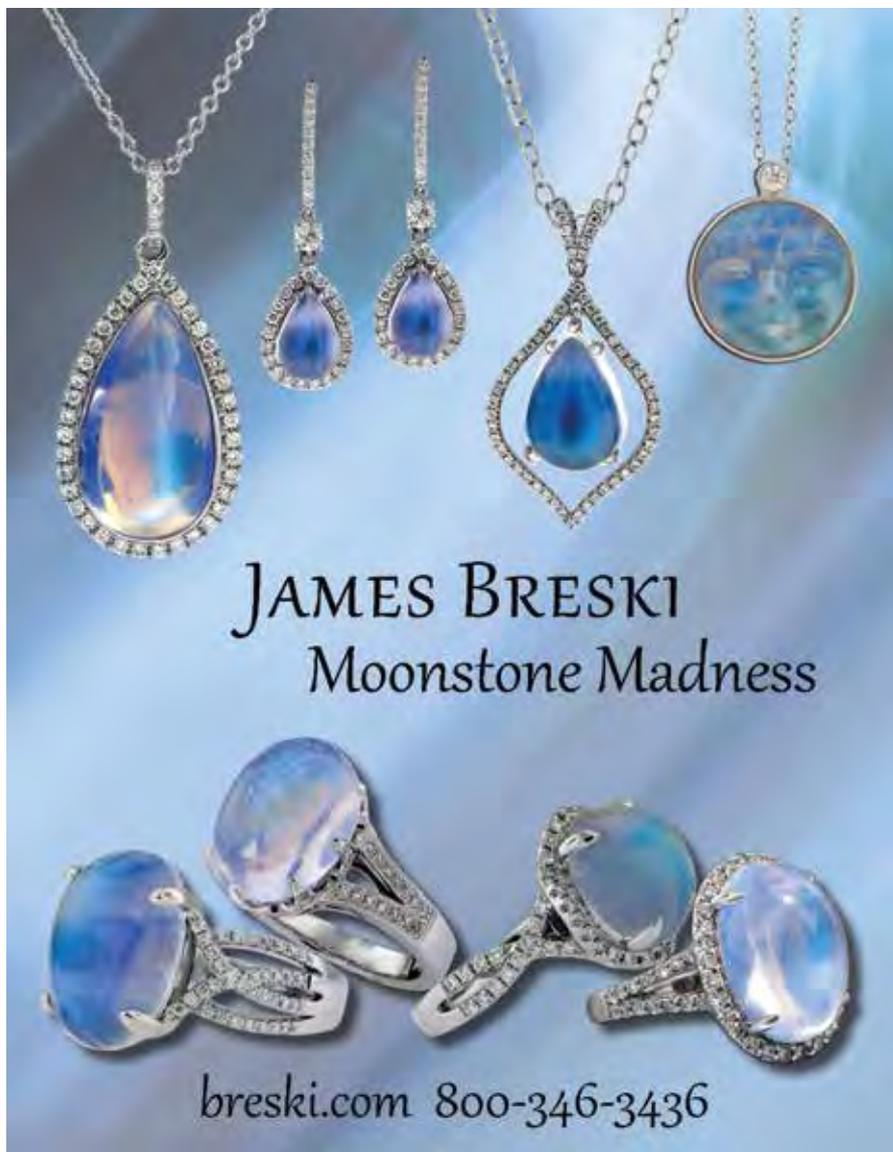
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Co-hosted by the AGS, JM and local AGS Guilds, the private and public screenings are spanning from the East to West Coasts starting in September and running through the winter. Each screening will be followed by a Q&A session with a "Sharing the Rough" team member. Additional screening dates are available and can be scheduled by contacting local AGS Guild leadership.

"We are excited to make this inspiring film available for viewing in local markets around the country," says Ruth Batson, CEO of the American Gem Society and AGS Laboratories. "The film features the designer, Mark Schneider, as well as the cutter, Roger Dery, both members of the AGS. Having access to the rich, visual imagery of the mine-to-market journey of a gemstone is sure to inspire consumers and gemologists alike, revitalizing our genuine affection and admiration for Mother Nature's most highly acclaimed treasures."

The 85 minute film has won a number of awards at film festivals around the globe and creatively explores the stories of individual artisans throughout the supply chain, from miners to cutters to jewelry designers. The director, Orin Mazzoni, himself hails from a third generation family jewelry business, and they are also long-standing AGS members. "Sharing the Rough" is his feature directorial debut, and has proved to be a perfect melding of his two passions: gemology and filmmaking.

"The film truly embodies our mutual passion for jewelry," said Trina Woldt, Chief Marketing Officer at Jewelers Mutual of the collaboration with AGS and Mazzoni. "History is important to jewelry owners and the story behind the jewelry is what makes no two pieces alike. Those who see Orin's film will look at their jewelry in a whole new light."

For more information regarding "Sharing The Rough" or the screening schedule, visit [www.sharingtherough.com](http://www.sharingtherough.com). For more information on the American Gem Society or AGS Laboratories, please call 866.805.6500, or visit [www.AmericanGemSociety.org](http://www.AmericanGemSociety.org).

For more information about Jewelers Mutual, contact 800-558-6411, or visit [www.JewelersMutual.com](http://www.JewelersMutual.com).



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Still from the film the story "Sharing the Rough".

Pictured; Roger Deryl



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### American Gem Society Announces Colin Powell and Shawn Achor for Conclave 2016

Famed American Statesman and Happiness Guru Destined for Washington, D.C.

The American Gem Society has announced the first two speakers in their keynote lineup for the 2016 Conclave, which will be held at the Hyatt Regency Crystal City outside Washington, D.C., April 13-16th, 2016. The opening keynote will feature the American Statesman, Colin Powell, the 65th United States Secretary of State and retired Four-Star General. Among his many accomplishments, General Powell served as the National Security Advisor and as Chairman of the Joint Chiefs of Staff, where he was not only the youngest officer and ROTC graduate to ever serve in the position, but also the first African American to do so. During his time as chairman, General Powell oversaw 28 crises, including the Panama intervention of 1989 and Operation Desert Storm. General Powell's autobiography, *My American Journey*, was a best seller and has been published in more than a dozen different languages. His second book, *It Worked for Me*, was an instant New York Times best seller.

Another keynote who has signed on for Conclave 2016 is Shawn Achor, the New York Times best-selling author of *The Happiness Advantage* and *Before Happiness*. Mr. Achor graduated magna cum laude from Harvard and earned a master's degree from Harvard Divinity School in Christian and Buddhist ethics. He also taught for 12 years at Harvard, where he won over a dozen distinguished teaching awards, and delivered lectures on positive psychology in what was the university's most popular class. Mr. Achor has since become one of the world's leading experts on the connection between happiness and success. He has worked with over a third of the Fortune 500 companies, in addition to the NFL, the Pentagon,

and the U.S Department of the Treasury. He is a world traveler and has spoken to everyone from farmers in Zimbabwe to CEOs in China. Recently, Oprah Winfrey conducted a two hour interview with Mr. Achor on the science of happiness and meaning. His research on happiness made the cover of *Harvard Business Review*, his TED Talk is one of the most popular of all time with over 10 million views, and his lecture airing on PBS has been seen by millions.

"Conclave 2016 will provide our members with enormous educational opportunities. We are planning sessions that will inspire, motivate and help them excel even further in their business," says Ruth Batson, CEO of AGS and AGS Laboratories. "We are incredibly honored to have Colin Powell as a keynote speaker. And where else would be more perfect to host him than right in our nation's capital? Adding to that, we have the go-to expert on happiness with Shawn Achor. These two keynotes will inspire attendees with lessons they can apply in their lives and in their business. Conclave 2016 will be a must attend event!"

The AGS will be making more announcements in the upcoming weeks about additional keynote and featured speakers at the 2016 Conclave, as well as publishing registration information.

### Charles & Colvard® Introduces the First Colorless D-E-F Moissanite

Charles & Colvard, Ltd. announced the newest addition to the Forever Family of moissanite gems, Charles & Colvard Forever One™, the company's first colorless (D-E-F) grade of moissanite. Charles & Colvard Forever One™ joins the much desired Forever Brilliant® near colorless (G-H-I), and the original Forever Classic™ faint color (J-K). All possess stunning optical properties and unique characteristics ensuring that they will endure Forever. All Charles & Colvard Created Moissanite gemstones are beautiful, and socially responsible, and are available at a fraction of the cost of diamonds. With the emergence of Forever One™ Charles & Colvard has fulfilled the promise of creating a gemstone with revolutionary brilliance and never before seen colorless beauty.

"Forever One™ is a Game Changer for the jewelry industry, it's the most superior moissanite I have ever seen," said Marvin Beasley, President & CEO of Charles & Colvard. "This journey has been twenty years in the making, since we first created gem quality moissanite in 1996. Through a longstanding partnership with our exclusive supplier of silicon carbide, Cree,



Colin Powell



Shawn Achor

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As natural Moissanite's origins come from meteorites, found only in minute quantities on earth, Charles & Colvard Created Moissanite® manufacturing process mimics nature, as each crystal is grown slowly, subjecting it to tremendous heat and pressure for days until a precious crystal of moissanite takes shape (as such, moissanite can withstand temperatures that would dissolve a diamond). Each stone is cut and polished by Master craftsmen, then only the stones with the best clarity are chosen to become one of the Charles & Colvard® Forever Family.

For more details and wholesale inquiries on Forever One™, visit [www.charlesandcolvard.com](http://www.charlesandcolvard.com).

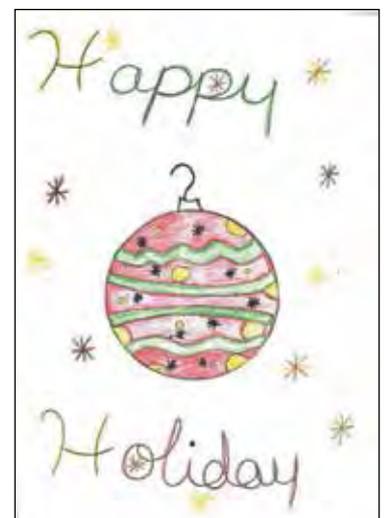
## Jewelers for Children Unveils 2015 Holiday Program

Kids Representing Make-A-Wish® America and St. Jude Children's Research Hospital® Design 2015 JFC Holiday Cards Jewelers for Children, the industry's charity, has unveiled their 2015 Hope for the Holidays program. The program includes holiday greeting cards, an honor donation program, and contribution cards and inserts. All elements of the program were created from artwork created by children representing JFC's charity partners.

This year's program features three holiday card designs drawn by children representing Make-A-Wish® America and St. Jude Children's Research Hospital®.

In lieu of traditional holiday greetings, members of the jewelry industry can send holiday cards showing their support for the charity. There are also contribution recognition cards that can be purchased with a donation to JFC and sent to special contacts on everyone's holiday list. Contribution card inserts are available as an option for use with any holiday card.

Honor donation programs are conducted by a number of companies in the industry who send letters to their customers and suppliers asking that in lieu of holiday gifts, a donation be made in their honor to JFC. The honor donation program can be utilized by anyone in the industry to easily complete their gift giving for the season and support children in need. JFC provides suggested language for a letter and customized donation forms.



# Market Place

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Our 26 year old AGS store is Christian owned/operated in the Southwest and has a mission to bring "Joy Through Jewelry" into our marketplace through the values of:

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Send Resume to: [jewelrypro.co@gmail.com](mailto:jewelrypro.co@gmail.com)

### SALES REPS WANTED

Manufacturer Millennium Creations Inc. is looking for seasoned sales professionals to represent the newly launched 14K electroform collection: [www.innovorosa.com](http://www.innovorosa.com)

- Nationwide territories available
- Non-competitive lines welcome

Candidates must have an established network of accounts and must possess a strong knowledge of fine jewelry. E-mail credentials to [sales@millennium-creations.com](mailto:sales@millennium-creations.com)

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We are looking for seasoned road reps to sell our very popular line of hand bags and accessories. Minimum 5 years repping other established jewelry lines. Call 845-255-4015

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### MIDAS

The premier jewelry manufacturer with over 30 years in business, is seeking experienced, motivated sales professionals to represent our product lines. The extensive Midas collection includes a high quality and diverse line of Gold, Silver and Crystal jewelry. Territories are available nationwide with excellent internal sales support and non-competitive lines are welcome. Please feel free to come visit us at JCK Vegas as well. Please email resumes to [hr@midaschain.com](mailto:hr@midaschain.com) or fax 201-244-1151  
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# Advertise in the Magazine that Reaches the Right Jewelers at the Right Time.

As you begin making your 2016 advertising plans compare the features and benefits of the three leading trade publications. Don't rely on some other publication's self-sponsored research. Ask your customers **which magazine they pick up first** and **read cover-to-cover** and ask our advertisers which magazine **gets the best response**. You'll see **The Retail Jeweler comes out on top**. For over six years The Retail Jeweler has delivered what today's retailers and their suppliers need to succeed.

## Compare the benefits

	The Retail Jeweler	InStore	JCK
<b>Smart, Authoritative Editorial</b>	✓	✓	✓
<b>Big Circulation of Qualified Jewelers*</b> <i>Updated with JBT data.</i>	✓		
<b>Low 50/50 Ad-to-Edit Ratio.</b> <i>(This means fewer ads competing with yours).</i>	✓		
<b>Large Tabloid Size.</b> <i>(You make a bigger impression)</i>	✓		
<b>Low Advertising Rates.</b> <i>(You save big money)</i>	✓		

\* JCK and InStore claim circulation of 25,000. The Retail Jeweler is sent to 23,000+ updated with data from the JBT.

## Compare the Frequency

Your selling seasons don't run on a twelve month calendar and neither should your advertising. The Retail Jeweler is published on a smart, strategic schedule of eight issues per year to coincide with your advertising needs around key shows and selling seasons.

### The Retail Jeweler Eight Issue Dates:

January/February, March/April, May, June, July/August, September, October, November/December.

Issue	Closing Date	Delivery Date**	Covering These Trade Shows
Jan/Feb 2016	11/25/15	1/15/16	JANY*, Tucson*, JIS*, Atlanta*, Miami Beach Antique, IJO
Mar/Apr	2/5/16	3/18/16	MJSA, Smart*, JIS*
May	3/18/16	4/29/16	JCK*, Las Vegas Antique*, Couture*
June	4/22/16	5/25/16	JCK, JIS, JANY*
July/August	6/10/16	7/21/16	JANY, SJTA*, IJO, Select*
September	7/22/16	9/6/16	JIS*, Select*, Centurion*
October	8/26/16	10/4/16	JANY
Nov/Dec	10/7/16	11/17/16	

\* Pre-show issue \*\* Delivery date is approximate and is for planning purposes only and is not guaranteed.

## Compare the Full Page, Full Color Ad Rates of the 3 Leading Magazines

	Frequency		
	10x/12x	6x/8x	3x/4x
<b>The Retail Jeweler</b>	<b>\$2,090</b>	<b>\$2,240</b>	<b>\$2,660</b>
InStore	\$6,700	\$7,650	\$8,610
JCK	\$9,880	\$10,250	\$10,820

The Retail Jeweler offers 4, 8, and 12x rates. The Retail Jeweler 2016 rates.

How can The Retail Jeweler offer so much more at such a lower rate? The Retail Jeweler is the only publication of the three that is not owned by a big corporation with high paid executives and expensive overhead. We maintain a smart, cost-effective operation and pass the savings on to our advertisers.

**For your 2016 advertising select the publication that gives you the greatest value.**

## THE RETAIL JEWELER™



### Advertising Sales

Andy Kohler 973-263-2498 ext 18 • andy@TheRetailJeweler.com

Ed Coyne 908-637-8461 • edcoyne@TheRetailJeweler.com

Frank Dallahan 267-229-2475 • frank@TheRetailJeweler.com

Bruce Lawton | California Regional Sales Manager

818-679-2601 • bruce@TheRetailJeweler.com

# New and Noteworthy

Information on purchasing holiday cards, contribution cards and inserts, and the honor donation program can be found on JFC's website at [www.jewelersforchildren.org](http://www.jewelersforchildren.org), or by calling 212-687-2949.

Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated more than \$48 million to programs benefiting children whose lives have been affected by illness, abuse, or neglect through our charity partners St. Jude Children's Research Hospital®, Make-A-Wish® America, the Elizabeth Glaser Pediatric AIDS Foundation, and the National CASA Association. JFC also provides support to Make-A-Wish® International, and the Santa-America Fund.

This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers.

## The Smart Jewelry Show's 2016

### Dates Change to April 17-19

"We recently learned that the JIS show has moved their April 2016 show dates. The new dates conflicted with the original Smart Jewelry Show schedule. To ensure the best possible experience for the exhibitors and retailers attending the show we have change the dates of the 2016 Smart Jewelry Show to April 17-19.", Announced Jim Reed, Smart Jewelry show director.

The new dates are April 17 – 19 (Sunday - Tuesday), with the education conference on Saturday, April 16.

If you have any questions, please do not hesitate to contact Jim at 847-918-9495 or [jim@smartworkmedia.com](mailto:jim@smartworkmedia.com).

## Stuller and Gemvision Launch CounterSketch® Studio Version 5

Adding multiple design options and enhanced features for the holiday season

Stuller and Gemvision aim to make closing a sale on custom jobs easier than ever with the introduction of major enhancements offered by the latest CounterSketch® Studio experience. Launched in 2009, CounterSketch Studio is a creative, software program with full 3D capabilities including features that allow a jeweler to interact with customers to design a piece of jewelry in real-time, right on the showroom floor computer. "Whether a jeweler is altering an existing design or conceptualizing from scratch, this program has everything needed to create a one-of-a-kind piece

of jewelry. We've enhanced the custom design experience to a new level with version 5," says Jeff High, president of Gemvision and chief innovation officer for Stuller. "Now through the ProjeT® 3D Printer, jewelers have the opportunity to print a resin model right from the software and present their customers with a tangible version of their unique design."

New features in version 5 include:

- 3D Printer Integration. Export and print precise resin models of your customers' creations for them to try on
- Design Around a Specific Diamond. Start a custom job by picking a specific Red Box Diamond® from Stuller's diamond inventory
- Exact Price. Get an exact price for most jobs created in the software

"Offering your customers an opportunity to truly be a part of the design process is an unforgettable experience for them," says Stuller Founder and Chairman, Matt Stuller. "Customization is on the rise, and we will continue to offer jewelers innovative tools and solutions that will help grow their businesses."

For more information about CounterSketch Studio and the possibilities it offers, call 800-357-6272 or visit [Stuller.com/countersketch](http://Stuller.com/countersketch).

## Columbian Emeralds Int'l. JIS Retailer of the Year

At the October show JIS exhibitors nominated retailers for the JIS Retailer of the Year Award based on four criteria - their commitment to fair business practices, relationship with the JIS exhibitors, uniqueness of their store within the jewelry market and their quality of merchandise. A panel of industry professionals selected three finalists who were announced on opening day of the JIS Miami October Show. The winner was selected through on-site ballot voting by both the retail and exhibiting community.



Pictured from left to right:

- Manu Samtani, Owner, Maharaja's Fine Jewelry
- Peter Allan, CEO, Colombian Emeralds International
- Jordan Tuchband, JIS Industry Vice President
- Mike Mirpuri, Owner, Ballerina Jewelers - St. Maarten
- James Mirpuri, Owner, Ballerina Jewelers - St. Thomas

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*Larry Chandler – Diamond Council of America*



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